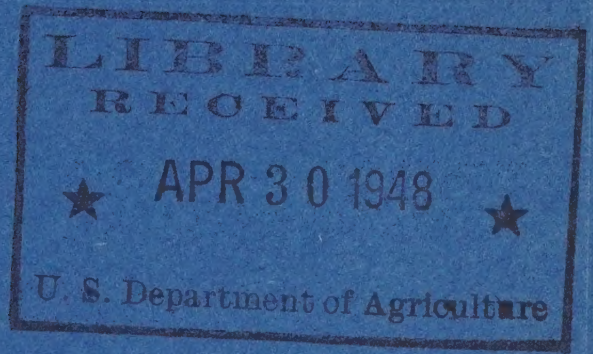


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.09



WALLER-FRANKLIN

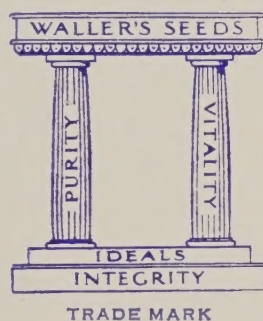
CROP OF

1948

CONTRACT
AND
GENERAL TRADE LIST
OF
“MERIT” FLOWER SEEDS

CROP *of* 1948

To the Seed Trade only



THESE PRICES EFFECTIVE ON ALL SALES
AFTER JUNE 1, 1948

Waller-Franklin Seed Co.

WHOLESALE GROWERS

GUADALUPE, CALIFORNIA, U. S. A.

Cable Address "Waller, Guadalupe"

WALLER-FRANKLIN SEED COMPANY



Arroyo Grande Ranch

Foreword

TO THE TRADE:

Thirty-five years ago this spring the founders of Waller-Franklin Seed Company planted their first crop. From the inception of Waller-Franklin Seed Company, quality has been regarded as the first consideration in the production of flower seed. Our policy has been and will continue to be, not in any way to sacrifice the quality of any item to effect a saving in the production costs.

The steady growth of Waller-Franklin Seed Company and the reputation we enjoy throughout the entire trade as a Quality House, continue to strengthen our determination to maintain the highest possible standard of quality that trained personnel of long experience can produce.

Our entire production centers around our 75-acre trial and breeding grounds. This important department is under the direction of a staff of experts who carry on a continuous program of the improvement of standard varieties and the development of new and better varieties. This department also produces each season the required stock seed for the succeeding year's field planting.

Our staff of experts will continue their untiring efforts to produce for the critical trade the finest quality of flower seeds at prices that are in line with the quality offered. An institution grows as it serves well its customers.

To the seed trade we extend a most cordial invitation to visit our trial grounds and our extensive ranches, and personally acquaint themselves with the purity of our cultures. We shall be glad to supply trials gratis to any member of the seed trade.

GENERAL CONDITIONS OF DELIVERY

For every order that we shall accept, we have sufficient land planted to produce the desired quantity of seed under normal conditions.

Should the outcome of the crop be lower than our estimation, orders will be filled pro rata only. Crop failure or any other cause beyond our control releases us entirely from delivery.

We give no warranty, express or implied, as to the productiveness of any seeds we sell and we will not be in any way responsible for the crop. Our liability in all instances is limited to the purchase price of the seed.

TERMS

All seeds are quoted f.o.b. Guadalupe, California, for delivery after harvest crop of 1948, 60 days acceptance net, less 2% cash thirty days. Invoices payable in U. S. dollars only. All overdue accounts subject to sight draft without further notice. Bags and containers will be charged at cost and are not returnable.

We reserve the right to change prices in this list at any time.

<p>Three Ounces or Under at Ounce Rate Four Ounces or Over, Pound Price Allowed</p>

WALLER-FRANKLIN SEED COMPANY

NOVELTIES INTRODUCED BY WALLER-FRANKLIN IN 1947



Super-Maj. Antirrhinum
"Autumn Shades"
Electros \$5.00 Each

ANTIRRHINUM SUPER MAJESTIC R. R. "Autumn Shades"

A new color of the most pleasing shade. It is an attractive blending of bright orange and buff-pink. The many-stemmed plants are base branching and uniformly of medium height. The flowers are large and closely placed on an abundance of straight stems, making them excellent for bouquets. Ideal for the garden foreground either in masses or rows.

Price per oz. \$2.50, per lb. \$30.00.

PHOTOGRAPHS

We can supply black and white photographs of all the items listed on these novelty pages, as well as of nearly all other varieties we offer.

We also have 4 x 5 Kodachromes of Petunia Glowing Rose and Little Giants.

Antirrhinum M. G. "Cherry Rose"
Electros \$7.00 Each

ANTIRRHINUM MAJUS GRAND. R. R. "Cherry Rose"

A distinctly new color in tall Antirrhinums. No other even approaches it for its startling brilliance and very few are of such a uniform habit of growth. The long straight stems with long spikes of large, well-formed flowers make this new variety ideal for cutting. Its bright, deep cherry-rose is outstanding in the garden.

Price per oz. \$1.25, per lb. \$15.00.



NOVELTIES INTRODUCED BY WALLER-FRANKLIN IN 1947

CENTAUREA CYANUS DWARF DOUBLE "Polar Gem"

A new low-growing cream-white double Centaurea for low borders and edging. The plants grow about 12 inches tall and are almost completely covered with creamy-white double flowers very good to use for small bouquets. A good companion to plant with the blue Jubilee Gem Centaurea.

Price per oz. \$0.85, per lb. \$10.00.



Dwarf Centaurea "Polar Gem"
Electros \$5.00 Each



New "Glowing Rose" Petunia
Electros \$6.00 Each

PETUNIA HYBRIDA NANA COMPACTA "Glowing Rose"

The intense brilliance of this new low-growing Petunia makes it the most conspicuous of all the single bedding Petunias. The plants are mound-shaped and of unusual uniformity, completely covered with glowing-rose flowers larger than most other low-growing varieties. Because it starts to bloom much earlier and continues throughout the entire season it is ideal for low borders and edging.

Price per oz. \$4.20, per lb. \$50.00.

NOVELTIES INTRODUCED BY WALLER-FRANKLIN
IN 1947



PETUNIA
HYBRIDA NANA
COMPACTA
"Snow Mountain"

A new dwarf white Petunia of unusual uniformity and an abundance of blooms. The flowers are pure white, even into the throats, and are so closely placed they make regular mounds about 1 ft. high. It makes the most satisfactory low white border we know.

Price per oz. \$2.50, per lb. \$30.00.

*New "Snow Mountain" Petunia
Electros \$5.00*

NEW DWARF RUFFLED PETUNIA
"Garden Giants"

The most suitable large-flowered Ruffled Petunia we have ever seen for the home garden. They start flowering when the plants are extremely small and continue their gorgeous display of large ruffled flowers all through the summer.

The plants uniformly develop into well-rounded mounds 12 to 15 inches high and bloom continuously in a wide variety of bright color combinations.

Price per 1/16 oz. \$2.50, per 1/4 oz. \$7.50, per oz. \$25.00.



*New "Garden Giant" Petunia
Electros \$7.00 Each*

NOVELTIES INTRODUCED BY WALLER-FRANKLIN IN 1947

TWO NEW SCABIOSA — DOUBLE GIANT-FLOWERED

For many years we have been the foremost introducers of the best new Scabiosa and the two following new varieties are no exception.

“Black Knight”

An outstanding new very dark maroon red of unusually large size and vigorous growth. The flowers are full-double globes of brilliant deep red.

Price per oz. \$0.85, per lb. \$10.00.

“Pink Beauty”

Another new and different color. According to the Horticultural Chart, it is a light phlox-pink, and the nearest to a clear, soft pink we have ever found. Very large, well-formed flowers. Price per oz. \$0.65, per lb. \$8.00.

VERBENA BUSH TYPE (Giant Flowered)

“Salmon Queen”



New Bush-Type Verbena, “Salmon Queen”
Electros \$7.00 Each

For the past several years the tendency in the selection of Verbena has been toward a flat growing habit.

Salmon Queen is the first of a new type of Large-Flowered Verbena of an upright habit. We have classified this new Verbena a Bush type, which is really descriptive of the habit of growth. The broad, flat-topped, bushy plants are about 8 to 10 inches high and 12 to 15 inches across, with the flower heads practically touching each other. The color is a most pleasing shade of bright salmon-pink. The florets are comparable in size to the large flowered, flat growing Grandiflora type. Salmon Queen is most suitable for borders.

Price per oz. \$2.50, per lb. \$30.00.

WALLER-FRANKLIN ITEMS OF SPECIAL MERIT



LEFT: *Antirrhinum Majus Grand*, Rust-Resistant
CENTER: *Delphinium Dwarf Chinensis*, Blue Mirror
RIGHT: *Dahlia Unwin*, Waller-Franklin Dwarf Hybrids

ANTIRRHINUM MAJUS GRAND. RUST RESISTANT WALLER-FRANKLIN SPECIAL HYBRIDS MIXED

A most attractive blending of unusual colors developed in our trial ground. This blend cannot be duplicated from any other source. The color range includes a pleasing proportion of many different soft apricot-pink shades. Price per oz. \$1.25, per lb. \$15.00.

DAHLIA UNWIN WALLER-FRANKLIN DWARF HYBRIDS

We believe this to be the best strain of dwarf Dahlia obtainable. Few blooms measure less than three inches. Twelve-inch stems are profusely borne the first year from seed on bushy plants 18 to 24 inches tall. Some of the lovely new colors are: Shades of canary yellow, scarlet, terra cotta, apricot, crimson, lavender-pink, purple, maroon, buff, cream, white, etc. Price per oz. \$1.25, per lb. \$15.00.

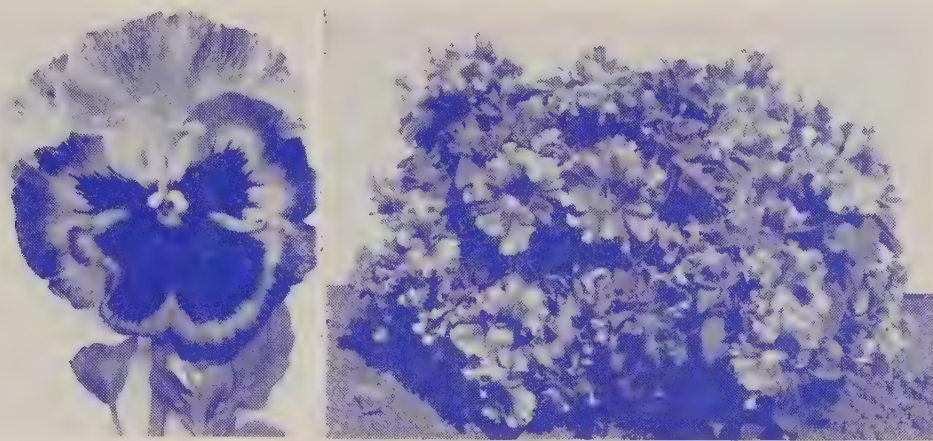
DELPHINIUM CHINENSIS BLUE MIRROR

A new type of Delphinium Chinensis sure to become increasingly popular. The clear, bright, navy-blue wide-open flowers are without spurs and face upward. This makes it much more attractive both for a low border and for cutting. The 12 to 15 inch tall plants continue to bloom throughout a long season. Like the other varieties of Delphinium Chinensis, it is a hardy perennial that blooms the first year from seed sown outdoors in the spring. Price per oz. \$1.65, per lb. \$20.00.

DIANTHUS HEDDEWIGII LACINIATUS SINGLE GAIETY

Not a new variety, but an exceptionally good one. The petals of the large single flowers are so deeply cut the flowers have a lacy appearance. Besides its interesting and attractive flower formation, the range of colors is both gay and brilliant. The increasingly good sales are evidence of its popularity with gardeners. Our strain has been maintained by continued careful selection. Price per oz. \$0.50, per lb. \$6.00.

WALLER-FRANKLIN ITEMS OF SPECIAL MERIT



LEFT: *Pansy, Waller-Franklin Special Formula Mixture of Swiss Giants*
RIGHT: *Petunia Ruffled Nana Compacta, Little Giants*

MARIGOLD (French Double) MINIATURE GEM MIXTURE

A new Dwarf Marigold mixture we call to your special attention. Like the Miniature varieties such as Spry from which this blend is made, the compact plants retain their neat form throughout the summer heat and continue to bloom from the very earliest until frost. Price per oz. \$0.45, per lb. \$5.00.

PANSY WALLER-FRANKLIN SPECIAL FORMULA MIXTURE OF SWISS GIANTS

A magnificent blend of Swiss Giant Pansy, characterized by a predominance of rich wine colors, which far surpasses, in form and range of dark, rich colors, any mixture of Swiss Giant Pansy that we have seen. The plants are uniformly compact and most of the blooms are waved, giving them the appearance of being frilled.

This Formula Mixture has been one of our special items for a number of years. It has been well received by the critical Pansy seed buyers and, with confidence, we recommend it to every firm not already buying this blend. Price per oz. \$7.50, per lb. \$90.00.

PETUNIA RUFFLED NANA COMPACTA LITTLE GIANTS MIXED (WALLER-FRANKLIN)

The greatest innovation in the family of Petunia in the last 25 years. Can you imagine anything more desirable in a Petunia than a small, compact, mound type of plant about 12 inches tall, completely covered with blooms over a longer season than most other varieties of Petunia. Wonderful for the garden and for pots.

The medium-sized, well ruffled and waved, deep-throated flowers, produced in the most attractive colors, range from deep crimson through pink and rose to white in almost every imaginable shade and combination of marking. By careful selection we are able to maintain a pleasing balance of light and dark shades. Price per oz. \$15.00.

WALLER-FRANKLIN ITEMS OF SPECIAL MERIT



LEFT: *Giant Iceland Poppy, Kelmscott Strain*
RIGHT: *Emperor Salpiglossis, Waller-Franklin Finest Mixture*

POPPY GIANT ICELAND (Nudicaule) KELMSCOTT STRAIN MIXED

The flowers of our new Kelmscott Strain are larger than we have ever seen on any other variety of Iceland Poppy, often measuring as much as three inches across. Although the petals are of heavier texture they have the same delicate waxy appearance. The stems are longer and so much stiffer they tend to hold the flowers more upright, even after cutting. The color range is from deep scarlet through the delicate pinks and buffs to pure white. Price per oz. \$1.65, per lb. \$20.00.

SALPIGLOSSIS EMPEROR (Painted Tongue) WALLER-FRANKLIN FINEST MIXTURE

Waller-Franklin Salpiglossis are definitely a better strain, being outstanding in size and colors of flowers and vigor of plants. Our mixture is grown from a formula of the finest separate colors selected for large flowers with heavy veined throats. 3 ft. tall. Price per oz. \$0.50, per lb. \$6.00.

* * * * *

The varieties described in "boxes" on the following pages are also
"WALLER-FRANKLIN ITEMS OF SPECIAL MERIT."

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

AGERATUM MEXICANUM (Floss Flower) annual

Midget Blue (Waller-Franklin) 2 to 3 in. S.M., A.A.S. '39.....	\$3.50	\$40.00
Blue Ball Improved, extra dwarf and compact.....	2.50	30.00
Blue Ball, dwarf blue, 4 in.....	1.65	20.00
Blue Bedder, deep lavender blue, compact, 4 in.....	2.50	30.00
Blue Perfection, 10 in.....	1.00	12.00
Fairy Pink (Waller-Franklin) soft salmon rose-pink.....	5.00	60.00
Purple Perfection	1.00	12.00

ALYSSUM BENTHAMII (Madwort) annual

Maritimum, sweet white, honey scented, 1 ft.....	.20	2.00
--	-----	------

SELECTED STRAINS OF ALYSSUM

There is a great deal of difference between ordinary and well-selected strains of Alyssum. All of the varieties of Alyssum offered in this box have had many years of trial ground selection work. If you serve a critical trade and want superior quality at a price slightly higher than that at which the ordinary strains can be obtained, then try our selected strains. You and your customers will be pleased with results.

Lilac Queen.

Color lilac with tiny white eye; habit dwarf, compact. Six inches high. Price per oz. \$0.45, per lb. \$5.00.

Little Gem.

Pure white. Dwarf compact habit, height six inches. Almost perfection in uniformity. Price per oz. \$0.45, per lb. \$5.00.

Procumbens Carpet of Snow.

The most popular of white Alyssums and a W-F specialty for nearly 35 years. The plants are flat and compact. Maximum height 2½ inches. Price per oz. \$0.45, per lb. \$5.00.

Snowcloth.

Comparable in all respects to Procumbens. Flat growing, from 2½ to 3 inches in height. Price per oz. \$0.45, per lb. \$5.00.

Violet Queen.

A comparatively new variety that has responded well to our trial ground selection work. Color bright violet, habit nana compact, height 6 inches. Price per oz. \$0.50, per lb. \$6.00.

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

ALYSSUM (Madwort) perennial

Saxatile Compactum (Gold Dust) golden yellow, 1 ft.....	\$0.35	\$ 4.00
Rock Garden Perennial Rare Species Mixed.....	1.65	20.00

AMARANTHUS annual

Tricolor (Joseph's Coat) yellow, green, red, 3 ft.....	.45	5.00
--	-----	------

ANAGALLIS GRANDIFLORA (Pimpernel) 9 in. annual

Mixed30	3.50
-------------	-----	------

ANCHUSA (Alkanet) (Sea Bugloss)

Capensis (Annual) Blue Bird, compact, indigo blue, 2 ft....	.25	3.00
Italica (Perennial) Dropmore Variety, gentian blue, 6 ft....	.35	4.00
“ (Perennial) Lissadell, gentian blue, 6 ft.....	.35	4.00
“ (Perennial) Opal, light blue, 6 ft.....	.35	4.00

ANTIRRHINUM or SNAPDRAGON annual

We have developed the Rust Resistant Antirrhinums to such a degree that they now supersede in every respect the old ordinary types. With a complete range of colors available in the most important classes, there is no longer any need for you to offer, or your customer to plant, anything but the rust resistant type of Antirrhinums.

ANTIRRHINUM LARGE FLOWERED (Majus Grandiflorum)

Rust Resistant, 2½ ft.

Autumn Glow Shades (Waller-Franklin) old rose suffused amber, golden lip.....	1.25	15.00
Brilliant Rose (Waller-Franklin) true rose pink.....	1.25	15.00
Cherry Rose (Waller-Franklin) new color, deep cherry rose, See Page 4.....	1.25	15.00
Orange Shades (Waller-Franklin).....	1.25	15.00
Padre (Waller-Franklin) crimson.....	1.25	15.00
Pinkie, clear pink	1.25	15.00
Rosalie (Waller-Franklin) deep rose, B.M., A.A.S. '40.....	1.25	15.00
Scarlet (Defiance) (Waller-Franklin).....	1.25	15.00
Shasta (Waller-Franklin) pure white.....	1.25	15.00
Yellow Jacket (Waller-Franklin) deep canary yellow.....	1.25	15.00
Waller-Franklin Special Hybrids Mixed, See Page 8.....	1.25	15.00
Majus Grandiflorum Mixed (Waller-Franklin) all varieties.....	.65	8.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

ANTIRRHINUM MAXIMUM, Rust Resistant, 2¾ ft.

In habit these are taller than the Majus group, and the individual flowers are larger.

Alaska (Snowflake) (Waller-Franklin) white.....	\$1.65	\$20.00
Apple Blossom (Waller-Franklin) rosy pink, white tube.....	1.65	20.00
Campfire (Waller-Franklin) luminous scarlet.....	1.65	20.00
Canary Bird (Waller-Franklin) canary yellow.....	1.65	20.00
Christmas Candle (Waller-Franklin) bright flame color, tube waxy cream	1.65	20.00
Copper Queen (Waller-Franklin) bronzy copper.....	1.65	20.00
Crimson (Waller-Franklin) fiery crimson.....	1.65	20.00
Indian Summer (Waller-Franklin) coppery orange scarlet.....	1.65	20.00
Loveliness (Waller-Franklin) soft rose pink.....	1.65	20.00
Paradise Rose (Waller-Franklin) rose pink.....	1.65	20.00
Pink Sensation (Waller-Franklin) pure pink.....	1.65	20.00
Red Cross (Waller-Franklin) crimson, white tube.....	1.65	20.00
Yellow Giant (Waller-Franklin) deep yellow.....	1.65	20.00
Maximum Mixed, all varieties.....	1.00	12.00

ANTIRRHINUM SUPER MAJESTIC, Rust Resistant, 16 to 20 inches

This relatively new class of Rust Resistant Antirrhinums is completely base branching. The blooms are equal in size to the Maximum class. This is the best of all classes of Antirrhinums for both cut flowers and garden use.

Autumn Shades (New). See Page 4	2.50	30.00
Dainty (Waller-Franklin) soft pink.....	2.10	25.00
Harmony (Waller-Franklin) terra cotta and yellow shaded rose	2.10	25.00
Orange Shades (Waller-Franklin) deep to light orange.....	2.10	25.00
Red Rocket (Waller-Franklin) bright red.....	2.10	25.00
Rose Sensation (Waller-Franklin) rose pink.....	2.10	25.00
Royal Crimson (Waller-Franklin) garnet crimson.....	2.10	25.00
Superb Mixed.....	1.65	20.00

ANTIRRHINUM NANUM GRANDIFLORUM, Rust Resistant

Antique Gold, shades of old gold and copper.....	1.25	15.00
Apple Blossom, apple blossom pink.....	1.25	15.00
Bumble Bee, crimson with yellow lip.....	1.25	15.00
Dandy, glowing orange, white tube.....	1.25	15.00
Red Boy, deep scarlet.....	1.25	15.00
Salmon Rose	1.25	15.00
White	1.25	15.00
Yellow Gem, clear yellow.....	1.25	15.00
Mixed, all varieties.....	1.00	12.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

AQUILEGIA or COLUMBINE perennial

Alpina, blue, dwarf, 18 in.....	\$1.65	\$20.00
Chrysantha, yellow, 3 ft.....	1.65	20.00
Coerulea, Rocky Mountain Blue Columbine, 2 ft.....	2.50	30.00

LONG SPURRED BLUE SHADES (Waller-Franklin Special Strain)

The finest strain in existence. The result of years of selecting. Huge flowers on plants from 3 to 4 feet high. This strain was bred and perfected by Waller-Franklin over a long period of years.

Price per oz. \$2.50, per lb. \$30.00

Long Spurred Copper Queen, copper red and straw corolla, 2½ ft.	2.50	30.00
“ “ Orange and Scarlet Shades, 3 ft.....	2.50	30.00
“ “ Pink Shades, 3 ft.....	2.50	30.00
“ “ Rose Queen, 3 ft.....	2.50	30.00
“ “ Snow Queen, finest white, fragrant, 3 ft.....	2.50	30.00

LONG SPURRED WALLER-FRANKLIN HYBRIDS MIXED

This strain has been a specialty of our firm for many years and it is, in our opinion, superior to any strain we have knowledge of. This blend contains many unique colors. 3 ft.

Price per oz. \$2.50, per lb. \$30.00

Long Spurred Mrs. Scott Elliott’s Strain Mixed, 3 ft.....	2.10	25.00
“ “ Choice Mixed	1.25	15.00

ARCTOTIS annual

Grandis, African Lilac Daisy, 3 ft.....	.45	5.00
Large Flowered Hybrids, many colors, 1 ft.....	2.50	30.00

ARMERIA (Giant Thrift) (Sea Pink) perennial

Alpina, bright rose, compact tuft of foliage, 6 in.....	10.00
Formosa Hybrida, rose, 1½ ft.....	.60	7.00
“ Large Flowered Hybrids, 1½ ft.....	5.00
Giant Pink (Gigantea) 2 ft.....	5.00

ASPARAGUS greenhouse

Plumosus Nanus	2.10	25.00
Sprengeri	1.65	20.00

GROWERS OF “MERIT” FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
ASTER GIANT CREGO IMPROVED, Wilt Resistant, 2½ ft.		
Blue Flame	\$0.50	\$6.00
Crimson50	6.00
Rose Pink.....	.50	6.00
White50	6.00
Choice Mixed50	5.50
ASTER GIANT BRANCHING COMET, Wilt Resistant, 2 ft.		
Choice Mixed50	5.50
ASTER QUEEN OF THE MARKET, Wilt Resistant, 2 ft.		
Choice Mixed50	5.50
ASTER EARLY ROYAL, Wilt Resistant, 2 ft.		
Choice Mixed50	5.50
ASTER LATE BRANCHING, Wilt Resistant, 2½ ft., Syn.		
Vicks, Semples, American.		
Choice Mixed50	5.50
BALLOON VINE annual climber		
Cardiospermum (Love in a Puff).....	.25	3.00
BEANS		
Scarlet Runner.....		.30
BRACHYCOME IBERIDIFOLIA (Swan River Daisy) 1 ft. annual		
Choice Mixed65	8.00

WALLER-FRANKLIN FORMULA MIXTURES

As the result of years of experimenting, our research department has perfected certain color blends of various mixtures.

These mixtures were subject to the criticism of visiting seedsmen for several years and when unanimously approved were considered MASTER FORMULAE.

Mixtures grown from these Master Formulae are listed in this catalog as “WALLER-FRANKLIN FORMULA MIXTURES.”



Electros \$8.00 Each

PACIFIC BEAUTY CALENDULA (New)

This **new** family of Calendula is the result of several years work to produce a strain with uniformly large flowers of better formation, longer and straighter stems, more clear colors, and more resistant to mid-summer heat.

Apricot Beauty—Of an attractive two-toned effect together with large flowers and long stems. It is a far better apricot-colored Calendula than any we have heretofore seen.

Cream Beauty—The creamy-white shading to soft light yellow makes this the most delicately colored of all Calendulas, and the most distinctive shade combining well with all other colors.

Lemon Beauty—A pure lemon yellow. The long, wide petals give the flowers a much more graceful appearance and the centers are well covered with wide incurving petals.

Persimmon Beauty—Flowers of a true persimmon-orange of unusual brilliance and size, with long graceful petals on tall, vigorous, long-stemmed plants.

Pacific Beauty Mixture—A blend of the four varieties described above.

Price of each, per oz. \$0.25, per lb. \$3.00.

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

CALENDULA 1 to 2 ft. annual

Pot Marigold

Art Shades, contains delicate shades.....	\$0.20	\$2.00
Ball's Apricot, rich apricot with dark brown center.....	.25	3.00
Ball's Gold Improved, golden yellow.....	.25	3.00
Ball's Lemon Queen, dark center.....	.25	3.00
Ball's Long Orange Improved, extra long stems.....	.25	3.00
Ball's Masterpiece, rich orange, long stems.....	.25	3.00
Ball's Orange Improved25	3.00
Campfire Improved25	3.00
Campfire (Sensation)25	3.00
Chrysantha (Sunshine) buttercup yellow.....	.25	3.00
Lemon Queen (Sulphurea) sunflower yellow.....	.20	2.00
Orange King (Waller-Franklin Special Strain) rich deep orange red, dark center, continuously grown and selected for over twenty-five years. Especially selected for florists' use	.25	3.00
Orange King, dark orange red, dark center.....	.20	2.00
Orange Shaggy, petals long and deeply fringed. Color is deep orange, lighter in the center of the bloom. G.M., A.A.S. '3525	3.00
Radio, quilled orange20	2.00

CALENDULA TRIAL GROUND MIXED

A blend of the large flowered varieties, to include the new Pacific Beauty colors introduced last season and other colors in the course of development in our trial grounds.

Price per oz. \$0.20, per lb. \$2.00.

Choice Mixed, all varieties, extra fine.....	.15	1.50
--	-----	------

Plant Calendula in summer for fall blooming.

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

CALIFORNIA POPPY: See Eschscholtzia, Page 28.

CALLIOPSIS TALL, Bicolor (Philadelphia Breast-Pin) 3½ ft.

These are annuals; perennials are classed under Coreopsis.

Tall All-Double Mixed.....	\$0.25	\$3.00
Tall Varieties Mixed.....	.25	2.50

CALLIOPSIS DWARF annual

Drummondi Gold Crest, large golden yellow semi-double with brown zone, 18 in.45	5.00
---	-----	------

CAMPANULA (Canterbury Bell)

CAMPANULA ANNUAL, 2½ ft.

A strain of Canterbury Bells which will flower in the late summer and autumn from very early spring sowing.

Choice Mixed (Waller-Franklin).....	.60	7.00
-------------------------------------	-----	------

CAMPANULA MEDIUM CALYCANTHEMA, Cup and Saucer,

3 ft. biennial

Dark Blue85	10.00
Light Blue85	10.00
Rose85	10.00
White85	10.00
Choice Mixed, extra fine.....	.65	8.00

CAMPANULA MEDIUM DOUBLE, 3 ft. biennial

Choice Mixed65	8.00
--------------------	-----	------

CAMPANULA MEDIUM SINGLE, 3 ft. biennial

Dark Blue45	5.00
Light Blue45	5.00
Pink45	5.00
White45	5.00
Choice Mixed35	4.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

CANDYTUFT

Botanical Names, Iberis Umbellata and Iberis Coronaria.

CANDYTUFT UMBELLATA, 1 ft. annual

Choice Mixed, all varieties.....	\$0.20	\$2.00
----------------------------------	--------	--------

GIANT HYACINTH FLOWERED WHITE, Florist Type, extra select.

This is a superior strain ; it grows about 15 in. high, with enormous trusses of uniform blooms. It has been one of our specialties for over thirty years and every effort is made to keep it at a high state of perfection. We believe it is superior to any other strain.

Price per oz. \$0.35, per lb. \$4.00

Giant Hyacinth Flowered White.....	.25	2.50
------------------------------------	-----	------

CANDYTUFT IBERIS perennial

Gibraltarica, lilac shading to white, 1 ft.....	.50	6.00
Jucunda, dwarf, pink, 4 in.....	7.50
Sempervirens, white, 1 ft.....	2.50	30.00

CARDINAL CLIMBER: See Ipomoea, Page 31.



Candytuft Umbellata Type

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

CARNATIONS

Botanical Name Dianthus Caryophyllus

For several years we have been acknowledged leaders in the production of American grown Carnation seed. The varieties we offer have proved to be the best types for American gardens. They are carefully grown in well isolated plantings to assure trueness to color and type.

NEW CARNATION, ENGLISH GIANTS, Mixed Colors

The best type of Carnation we have seen for the gardener who appreciates superior size and quality and is willing to give his planting a little extra attention to obtain the best.

If well grown and the secondary buds are removed from under the main bloom, the gardener will obtain blooms comparable to greenhouse grown Carnation.

If you are one of the many houses who have been unable to obtain seed because you placed your order after our stocks were exhausted, we suggest that you get your order in early this season. If we are to maintain the high standard of this new variety, the amount of seed that we are able to produce each season will necessarily be small.

Price per oz. \$5.00.

CARNATION MARGUERITE, 16 to 20 inches.

Giant Malmaison Mixed	\$1.65	\$20.00
Marguerite Choice Mixed.....	1.00	12.00

CARNATION GRENADIN, early flowering, 20 inches.

Black King, dark red.....	2.10	25.00
Cardinal Red, scarlet red.....	2.10	25.00
Golden Sun	2.10	25.00
Snow White	2.10	25.00
Triumph, deep pink.....	2.10	25.00
White Gold, soft yellow.....	2.10	25.00
Grenadin Mixed	1.65	20.00

CARNATION EARLY DWARF VIENNA

Extra Choice Mixed, 15 in.....	3.50	40.00
--------------------------------	------	-------

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

CARNATION CHABAUD'S GIANT IMPROVED, 16 to 20 inches.

These Carnations bloom five months from time seed is planted and continue throughout the summer. The plants are of robust upright habit; they form ten to twenty stalks, bearing huge flowers of fine form; they come about 95% double, remarkably true to color, and are clove scented.

Cardinal Red (Sparkler) scarlet red.....	\$2.10	\$25.00
Crimson (Nero) maroon red.....	2.10	25.00
Deep Rose	2.10	25.00
Deep Salmon (Aurora) (Coppery Salmon).....	2.10	25.00
Flesh Pink (Reine Rose).....	2.10	25.00
Rose Pink (The Pearl).....	2.10	25.00
Salmon Rose (Legion of Honor).....	2.10	25.00
White (Jeanne Dionis)	2.10	25.00
Yellow (Marie Chabaud)	2.10	25.00
Waller-Franklin Formula Mixture, "Just a little bit better"	2.10	25.00
Choice Mixed, all varieties.....	1.65	20.00

CARNATION PERPETUAL GIANT, 16 to 20 inches.

Second only to English Giants in size of bloom. Similar in habit, form, percentage of doubles and earliness to the Chabaud's Giant Improved. Produces excellent cut flowers under cold frame forcing.

Pennsylvania State College 1947 Trials report on Carnation Perpetual Giant Mixed, "Most fully double, erect, best of Carnation strains."

Choice Mixed	2.50	30.00
--------------------	------	-------

CARNATION ENFANT DE NICE EVERBLOOMING, 20 inches.

The result of a cross between Carnation Chabaud's Giant and Carnation Perpetual. The plants are of robust upright habit, with long, strong stalks bearing flowers 2½ to 3 inches in diameter. This strain is magnificent.

The color comes about 75% true from seed and about 90% of the plants come double.

Pale Pink	5.00
Red (Blood Red)	5.00
Rose, deep	5.00
Salmon, light	5.00
Scarlet	5.00
Striped	5.00
White	5.00
Waller-Franklin Formula Mixture, "Just a little bit better"	5.00
Choice Mixed	3.00	35.00

CARNATION TEICHER'S BI-ANNUAL MIXED 1/16 oz. ¼ oz. Per oz. ←

A large flowered, long stemmed, hardy

Carnation of merit, 2 ft. perennial.....	\$1.00	\$3.00	\$10.00
--	--------	--------	---------

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

CELOSIA (Cockscomb) annual

Childsii (Chinese Wool Flower) Mixed, 2 ft.....	\$0.45	\$5.00
Cristata Dwarf Mixed, 1 ft.....	.65	8.00
Plumosa Choice Mixed, 2 ft.....	.45	5.00

CENTAUREA perennial

Candidissima (Argentea Vera) silvery leaves, 1½ ft.....	1.65	20.00
Gymnocarpa (Dusty Miller) silvery leaves, 2 ft.....	.25	3.00

CENTAUREA CYANUS, Dwarf Double (Cornflower or Bachelor's Button) 1 ft. annual

Jubilee Gem, blue50	6.00
Polar Gem (Waller-Franklin) a new white of the Jubilee Gem habit. See Page 5.....	.85	10.00

CENTAUREA CYANUS, Double (Cornflower or Bachelor's Button) 3 ft. annual

WALLER-FRANKLIN SPECIAL STRAINS

The flowers of these strains are large, fully double, and the colors intensified. Long stems for cutting make this strain popular with the cut flower growers.

Black Boy (Waller-Franklin) blackish maroon.

Blue Boy (Waller-Franklin) blue. Commended R. H. S. '36.

Pinkie (Waller-Franklin) deep pink. A. M., R. H. S. '36.

Red Boy (Waller-Franklin) ruby red.

Snow Man (Waller-Franklin) white.

Waller-Franklin Formula Mixture, "Just a little bit better"

Each of above: Price per oz. \$0.25, per lb. \$2.50.

Blue20	2.00
Maroon20	2.00
Rose20	2.00
Ruby20	2.00
White20	2.00
Choice Mixed Double, all varieties, extra fine.....	.20	2.00

CENTAUREA IMPERIALIS (Imperial Sweet Sultan) 3 ft. annual

Amaranth Red (Waller-Franklin).....	.60	7.00
Brilliant Rose60	7.00
Deep Lavender60	7.00
Rose60	7.00
White60	7.00
Choice Mixed50	6.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
CERASTIUM (Mouse Ear) 1 ft. perennial		
Tomentosum (Snow in Summer) silvery white foliage, rock plant	\$0.65	\$7.50
CHEIRANTHUS ALLIONI (Siberian Wallflower) 1½ ft. biennial		
Orange25	2.50
CHRYSANTHEMUM SINGLE ANNUAL (Painted Daisies) 2 ft.		
Carinatum Tricolor Merry Mixture, a blend of extremely gay tricolors25	3.00
Segetum Eastern Star, primrose, brown disc.....	.20	2.00
“ Choice Mixed20	2.00
CHRYSANTHEMUM MAXIMUM (Shasta or Moon Daisy) perennial		
May Queen (Spring Marguerite) medium-sized flowers, 2 ft. .	.50	6.00
Shasta Alaska, large pure white flowers, 2½ ft.....	.50	6.00
CLARKIA ELEGANS DOUBLE, 2 ft. annual		
Choice Mixed35	4.00
CLEOME (Spiderflower)		
Giant Pink Queen, bright salmon pink. S.M., A.A.S. '42....	.85	10.00
COBAEA SCANDENS (Cathedral Bells) annual climber		
Violet65	8.00
CONVOLVULUS (Morning Glory) annual		
Crimson Rambler15	1.50
Major Mixed, climber.....	.10	1.00
COREOPSIS, 3 ft. These are the perennial forms of Calliopsis.		
Double Sunburst, golden yellow.....	.45	5.00
Grandiflora Lanceolata, Golden Giant.....	.25	3.00
Mayfield Giant, large flowered, golden yellow.....	.30	3.50

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

COSMOS annual

COSMOS MAMMOTH FLOWERING SENSATION, 3 ft.

Dazzler, crimson	\$0.35	\$4.00
Pink35	4.00
Radiance (New) A.A.S. '47.....	.85	10.00
White35	4.00
Mixed, A.M., A.A.S. '36.....	.30	3.50

COSMOS EXTRA EARLY SINGLE MAMMOTH FLOWERING, 2½ ft.

Crimson30	3.50
Pink30	3.50
White30	3.50
Choice Mixed25	3.00

COSMOS LATE MAMMOTH SINGLE, 4 ft.

Perfection Giant Flowering Fine Mixed.....	.20	2.00
--	-----	------

COSMOS HYBRIDA

Yellow Flare25	3.00
Orange Flare (Early Flowering) G.M., A.A.S. '35, 2½ ft....	.25	3.00
“ Ruffles, semi-double35	4.00

CYANUS: See *Centaurea Cyanus*, Page 22.

CYNOGLOSSUM (Chinese Forget-me-not) 2 ft. annual

Amabile Deep Ultramarine Blue.....	.15	1.50
“ Pink25	3.00
“ Dwarf Compactum Firmament, B.M., A.A.S., '39.....	.25	2.50

DAHLIA

Waller-Franklin Dwarf Hybrids, greatly improved Unwin type which produces a high percentage of doubles from seed. See Page 8.....	1.00	12.00
Unwin's Dwarf Hybrids Mixed, miniature early flowering, double and semi-double hybrids, 18 to 24 in. high, with a wide range of colors.....	.85	10.00
Coltness Waller-Franklin Formula Mixed.....	.65	8.00
Mignon Dwarf Choice Mixed.....	.85	10.00

GROWERS OF “MERIT” FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

DELPHINIUM perennial

DELPHINIUM CHINENSIS

While the Chinensis type of Delphinium is classified as perennial, they will, if planted early, bloom the first year from seed.

Tall Cambridge Blue (Waller-Franklin) rich belladonna blue....	\$1.00	\$12.00
“ Dark Blue50	6.00
“ White50	6.00
“ Mixed45	5.00
Dwarf Azure Fairy, azure blue, 12 in.....	.50	6.00
“ Blue Butterfly Improved, ultramarine blue, 12 in.....	.50	6.00
“ Blue Mirror (New) navy blue, 15 in. See Page 8.....	1.65	20.00

DELPHINIUM BELLADONNA TYPE

Belladonna Improved (Waller-Franklin Special Strain). Clear light blue, large flowered and a strong grower. The finest strain of Belladonna on the market.....	2.10	25.00
Bellamosum Improved (Waller-Franklin Special Strain). Clear large deep blue flowers (Phenyl Blue, Ridgway) uniform in color.....	2.10	25.00
Belladonna Cliveden Beauty	1.65	20.00
Belladonna (True) light blue.....	1.00	12.00
Bellamosum, dark blue.....	1.00	12.00
Cardinale, scarlet.....	1.25	15.00
Lamartine, gentian blue with cream center.....	1.65	20.00

DELPHINIUM WREXHAM TYPE 5 ft.

Waller-Franklin Wrexham Finest Mixed.....	3.00	35.00
---	------	-------

DELPHINIUM BLACKMORE AND LANGDON TYPE

Hybrids XXX Mixed (Waller-Franklin).....	1.25	15.00
Gold Medal Hybrids Mixed.....	.85	10.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

DELPHINIUM PACIFIC GIANTS

An outstanding strain originated on the Pacific Coast. Huge flowers two and one-half to three and one-half inches in diameter, beautifully spaced on well balanced spikes. Thin woody stems. Comparatively mildew resistant, this strain is practically 100% double.

We are pleased to offer a complete list of Pacific Giant Hybrids of our production, carefully grown from the originator's finest stock.

GROWN FROM ORIGINATOR'S STOCK

Black Knight Series, dark blue (Dark Bee)	\$6.25	\$75.00
Blue Bird Series, clear medium blue (White Bee)	6.25	75.00
Bluejay Series, clear medium blue (Dark Bee)	6.25	75.00
Cameliard Series, pure lavender (White Bee)	6.25	75.00
Galahad Series, giant glistening white (White Bee)	6.25	75.00
Guinevere Series, light pinkish lavender (White Bee)	6.25	75.00
King Arthur Series, dark violet (White Bee)	6.25	75.00
Lancelot Series, clear lilac self (White Bee)	6.25	75.00
Percival Series, white (Black Bee)	6.25	75.00
Round Table Series.....	6.25	75.00
Summer Skies Series, clear light blue (White Bee)	6.25	75.00
Dark Blue Shades	5.00	60.00
Lavender Pastel Shades	5.00	60.00
Light Blue Shades	5.00	60.00
Medium Blue Shades	5.00	60.00
Violet Shades	5.00	60.00
Pacific Giants White	5.00	60.00
Pacific Giants Mixed	4.20	50.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

DIANTHUS

Pinks, Flower of the Gods.

DIANTHUS CHINENSIS (China or Indian Pinks) 1 ft. annual

Chinensis Double Choice Mixed.....	\$0.40	\$4.50
Chinensis Single Choice Mixed.....	.30	3.50

DIANTHUS HEDDEWIGII, 1 ft. annual

Single Brilliant Mixture, a new mixture of larger flowers in an unusual array of brilliant colors, mostly zoned.....	.35	4.00
---	-----	------

DIANTHUS HEDDEWIGII LACINIATUS, 1 ft. annual

Double Choice Mixed40	4.50
Single Choice Mixed35	4.00
“ Gaiety, large and deeply fringed. See Page 8.....	.50	6.00

DIANTHUS SWEET WIVELSFIELD, 1 ft. annual

Single Choice Mixed45	5.00
---------------------------	-----	------

DIANTHUS PLUMARIUS (Grass or Clove Pinks) 1¾ ft. perennial

Nanus, Dwarf Double Pinks Choice Mixed, 1 ft.....	1.65	20.00
Plumarius Double (Double Pinks) Fine Mixed.....	1.00	12.00
Plumarius Single (Single Pink) Fine Mixed.....	.50	6.00
Semperflorens Mixed (Florists' Perpetual Pinks) double...	1.25	15.00
Cyclops, Single Perpetual, various colors, red eye.....	1.25	15.00
Scoticus Double Special Florist Strain. This is the best of all double varieties	1.65	20.00
Spring Beauty Extra Double Giant Mixed.....	1.25	15.00

DIANTHUS ALLWOODII, 1 ft. perennial

Allwoodii Mixed, half carnation, half pink, double and single varieties. Free flowering, with a wide range of color. Per 1,000 seeds.....	\$3.00
---	--------

DIANTHUS PERENNIAL FOR ROCK GARDENS

Allwoodii Alpinus, flowers first year from seed, 4 to 6 in. high, mixed colors. A gem for the rock garden, fragrant	2.50	30.00
Caesius Grandiflorus (Cheddar Pinks) pink, 6 in.....	.50	6.00
Deltoides Brilliant (Maiden Pinks) rich rose pink.....	2.10	25.00
Rock Garden Rare Species Mixed.....	1.65	20.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

DIANTHUS—Continued

PERENNIAL DIANTHUS, WINTERI

A new Pink. An exceptionally fine new strain that is as satisfactory as it is attractive. The large, single, brightly zoned and self-colored flowers in many different colors are on upright, stiff stems. Starts blooming the first year from seed. 12 in.

Price per oz. \$5.00

DIGITALIS (Foxglove) 4 ft. biennial

Gloxinioides Mixed	\$0.45	\$ 5.00
The Shirley, enormous spotted flowers, mixed.....	.50	6.00

DIMORPHOTHECA (Star of the Veldt) 1 ft. annual

Aurantiaca Golden West.....	.85	10.00
“ Orange Improved85	10.00
“ Salmon Beauty85	10.00
“ White Beauty85	10.00
“ Mixed Hybrids50	6.00
Ecklonis, white with blue disc, 2 ft.....	1.65	20.00

DOLICHOS, half hardy, annual climber

Lignosus (Australian Pea Vine).....	.65	7.50
-------------------------------------	-----	------

ESCHSCHOLTZIA (California Poppy) SPREADING VARIETIES

1 ft. annual

Aurantiaca (Orange King) rich orange, true California Poppy, A.M., R.H.S.....	.15	1.50
Carmine King, deep carmine25	2.50
Golden West (Californica) yellow with orange center. H.C., R.H.S.15	1.50
Rose Queen25	2.50
White15	1.50
Brilliant Mixed, mixture of all above colors.....	.15	1.75
Mixed, white, yellow and orange.....	.15	1.50

EUPHORBIA, 2 ft. annual

Variegata (Snow-on-the-Mountain)25	3.00
--	-----	------

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
GAILLARDIA PICTA (Blanket Flower) 2 ft. annual		
Single Indian Chief, bronzy red.....	\$0.60	\$7.00
“ Mixed60	7.00
Lorenziana Double Choice Mixed.....	.70	8.50
GAILLARDIA GRANDIFLORA (Blanket Flower) 3 ft. perennial		
Portola Hybrida (Waller-Franklin) red, golden tipped.....	.85	10.00
Superba, Choice Mixed, best and largest varieties.....	.85	10.00
Choice Mixed60	7.00
GERBERA HYBRIDS (Transvaal Daisy) 2 ft. greenhouse plant		
Giant Hybrids Mixed.....Per 1,000 seeds \$3.00, per oz.	15.00
GEUM (Avens) (The Rose of the Rockery), 2 ft. perennial		
Lady Stratheden, orange yellow	1.25	15.00
Mrs. Bradshaw, scarlet.....	1.00	12.00
Orange Queen, orange scarlet.....	1.65	20.00
Prince of Orange, true orange.....	4.20	50.00
Choice Mixed	1.00	12.00
GILIA annual		
Capitata Reselected, rich sky blue, large blooms. A good cut flower, 3 ft.25	3.00
GLAUCIUM. See Horned Poppy, Page 31.		
GODETIA		
Tall Double Grandiflora Mixed.....	.40	4.50
Duke of York, upright single.....	.50	6.00
GREVILLEA (Silk Oak) greenhouse plant		
Robusta85	10.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

GYPSOPHILA ELEGANS (Chalk Plant) annual

COVENT GARDEN MARKET RESELECTED, 2 ft.

An improved giant pure white, unsurpassed as to size of bloom as well as form. A Florist Strain.

Price per oz. \$0.10, per lb. \$1.00.

Paris Market, large flowered, extra select, 2 ft.....	\$0.10	\$0.75
London Market, large flowered, 2½ ft.....	.10	.85

GYPSOPHILA PANICULATA (Baby's Breath) 3 ft. perennial

Double Snow White.....	2.50	30.00
Single White20	2.00

GYPSOPHILA REPENS 6 in. perennial

Rose	1.65	20.00
White	1.65	20.00

HELIANTHUS: See Sunflower, Page 49.

HELICHRYSUM MONSTROSUM, Flora Plena (Strawflower) 3 ft. annual

Canary Yellow (Waller-Franklin) (Buttercup).....	.65	8.00
Crimson65	8.00
Fireball, scarlet65	8.00
Golden Globe65	8.00
Rose Queen (Waller-Franklin) rich deep rose.....	.65	8.00
Salmon65	8.00
Silvery Pink (Waller-Franklin) silvery cameo pink.....	.65	8.00
Violet65	8.00
White65	8.00
Waller-Franklin Formula Mixture, "Just a little bit better"	.65	8.00
Mixed, extra fine.....	.50	6.00

HEUCHERA (Alum Root or Coral Bells) 1½ ft. perennial

Sanguinea Hybrids Mixed	12.00
“ Spitfire, large rich scarlet.....	12.00
“ Splendens, vermilion	12.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

HOLLYHOCK, 6 to 7 ft. Botanical name *Althaea rosea*. perennial

Enchantress, Black Gem, Fire King, Golden Drop and Virgin Queen are a revival of names used by Mr. Chater.

Chater's Double Chamois.....	\$1.25	\$15.00
" " Crimson	1.25	15.00
" " Deep Rose (Enchantress)	1.25	15.00
" " Lilac	1.25	15.00
" " Maroon (Black Gem).....	1.25	15.00
" " Newport Pink	1.25	15.00
" " Salmon Rose	1.25	15.00
" " Scarlet (Fire King).....	1.25	15.00
" " Sulphur Yellow (Golden Drop).....	1.25	15.00
" " White (Virgin Queen).....	1.25	15.00
" " Waller-Franklin Formula Mixture, "Just a " " little bit better".....	1.25	15.00
" " Superb Mixed.....	1.00	12.00
Imperator, fringed flowers, pink to cerise salmon.....	.85	10.00
Triumph Double Mixed. Flowers waved and fringed.....	.85	10.00
Double, Semi-double and Single Mixed.....	.35	4.00
Allegheny Mixed, semi-double, art shades.....	.35	4.00
Single Mixed30	3.50

HOLLYHOCK ANNUAL

Indian Spring, S.M., A.A.S. '39.....	.50	6.00
--------------------------------------	-----	------

HORNED POPPY (*Glaucium*) 3 ft. annual

Orange and Yellow.....	.25	3.00
------------------------	-----	------

IBERIS. See Candytuft, Page 19.

IPOMOEA annual climber

Crimson Rambler (see <i>Convolvulus</i> , Page 23)		
Heavenly Blue Clarke's Strain, sky blue, shading golden yellow in throat, extremely early.....	.25	3.00
Noctiflora, White Moonflower. Night blooming, white seeded20	2.25
Noctiflora, Giant Pink Moonflower.....	.20	2.25
Pearly Gates, lovely lustrous white. S.M., A.A.S. '42.....	.45	5.00
Scarlett O'Hara, G.M., A.A.S. '38.....	.85	10.00
Quamoclit Scarlet (Cypress Vine).....	.85	10.00
" Mixed85	10.00
" Sloteri (Cardinal Climber)	1.50	18.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

KOCHIA (Summer Cypress or Burning Bush) 3 ft. annual

Childsii, compact, symmetrical and uniform, especially adapted for an annual hedge. Ornamental feathery green foliage during the Summer months turning red in the Autumn	\$0.10	\$ 1.00
--	--------	---------

LANTANA greenhouse annual

Hybrida Mixed, 2½' ft.....	.60	7.00
----------------------------	-----	------

LARKSPUR (Larks-Heel) annual

LARKSPUR GIANT IMPERIAL, 4 ft.

This type of Larkspur is ideal for cut flowers as the flower stems, three to four feet long, branch from the base of the plant.

Blue Bell, light blue.....	.45	5.00
Blue Spire (Waller-Franklin) deep Oxford blue.....	.45	5.00
Carmine King, carmine rose.....	.45	5.00
Dazzler, carmine45	5.00
Exquisite Pink Improved (Waller-Franklin) soft pink shaded salmon, A.M., R.H.S.....	.45	5.00
Exquisite Rose (Waller-Franklin) rose pink, A.M., R.H.S.....	.45	5.00
Lilac King, rich lilac.....	.45	5.00
Los Angeles Improved, rose.....	.45	5.00
Miss California, deep rose on salmon.....	.45	5.00
Rosalind (Waller-Franklin) rose suffused salmon.....	.45	5.00
Sweet Lavender, lavender45	5.00
White King, fine white.....	.45	5.00
Waller-Franklin Formula Mixture, "Just a little bit better"	.45	5.00
Choice Mixed35	4.00

LARKSPUR, Tall Branching Double Stock Flowered, 4 ft.

Choice Mixed25	3.00
--------------------	-----	------

LARKSPUR, Early Giant Hyacinth Flowered Improved, 3 ft.

Dark Blue85	10.00
Lilac85	10.00
Pink85	10.00
Purple85	10.00
White85	10.00
Choice Mixed65	7.50

GROWERS OF “MERIT” FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

LATHYRUS LATIFOLIUS (Everlasting Pea) perennial climber

Pink Beauty	\$0.85	\$10.00
Red85	10.00
White Pearl85	10.00
Mixed65	7.50

LAVATERA (Mallow) perennial

Assurgentiflora (California Windbreak) rose, 10 ft.....	.20	2.00
---	-----	------

LAVENDER perennial

Munstead Strain, dwarf, deep lavender, 1 ft.....	1.65	20.00
--	------	-------

LILIUM (Regal Lily) 4 ft. perennial

Regale	1.00	12.00
--------------	------	-------

LINARIA (Toad Flax or Wild Snapdragon) 1 ft. annual

Maroccana Hybrida Excelsior Mixed.....	.25	3.00
Fairy Bouquet Mixed, compact plants about eight to ten inches high, in many distinct colors.....	.45	5.00

LINUM (Scarlet Flax) annual

Grandiflorum Rubrum, 1½ ft.....	.25	2.50
---------------------------------	-----	------

LINUM (Perennial Flax)

Flavum, golden yellow, fine rock plant, 1 ft.....	1.25	15.00
Flavum Nanum Compactum, dwarf, yellow, 6 in.....	4.20	50.00
Perenne, Sibiricum, blue, 2½ ft.....	.20	2.00

LOBELIA ERINUS annual

COMPACT VARIETIES

CRYSTAL PALACE

A Waller-Franklin reselected strain. True, dark blue, dark foliage.

Price per oz. \$1.25, per lb. \$15.00.

Cambridge Blue, light blue, green foliage.....	1.65	20.00
Emperor William, gentian blue, green foliage.....	1.25	15.00
Mrs. Clibran, deep blue, white eye.....	1.65	20.00

TRAILING

Sapphire, sapphire blue, white eye.....	1.65	20.00
---	------	-------

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

LUPINUS

HARTWEGII GIANT KING, 3 ft. annual

Waller-Franklin King strain of Lupinus have larger flowers, closer placed on longer spikes and in more distinct colors.

Blue (Waller-Franklin) Oxford Blue.....	\$0.45	\$5.00
Heliotrope (Waller-Franklin) rosy purple.....	.45	5.00
Sky Blue (Waller-Franklin) light blue.....	.45	5.00
White (Waller-Franklin) pure white.....	.45	5.00
Choice Mixed (Waller-Franklin) A.M., A.A.S. '33.....	.35	4.00

HARTWEGII, 2 ft. annual

Albus35	4.00
Dark Blue, Oxford Blue, H.C., R.H.S.....	.35	4.00
Roseus35	4.00
Sky Blue, Cambridge Blue.....	.35	4.00
Choice Mixed25	3.00

SMALL SEEDED SORTS

Nanus Blue, 1 ft. (California Native).....	.20	2.00
Texas Blue Bonnet (Texas State Flower) 1 ft.....	.20	2.00

LUPINUS PERENNIAL (Arboreus) 4 ft.

Lavender Tree30	3.50
Yellow Tree30	3.50

MARIGOLD (Tagetes) annual

The botanical name of the African Marigold is Tagetes Erecta. The French Marigold is Tagetes Patula.

MARIGOLD TALL AFRICAN DOUBLE FISTULOSA, 3 ft.

ALL-DOUBLE—An especially fine tall branching strain, bearing enormous flowers of the quilled type. One of the greatest improvements in the history of African Marigolds. No longer do we have to be content with a high percentage of singles. This strain is 100 per cent double, with huge perfectly formed blooms.

As originators, we claim to have the most perfect and best strains. Especially selected for florists.

Lemon All-Double (Waller-Franklin)

Orange All-Double (Waller-Franklin) A.M., R.H.S., '33

Each of above varieties: Price per oz. \$0.85, per lb. \$10.00.

Mixed All-Double, Price per oz. \$0.65, per lb. \$7.50.

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

MARIGOLD TALL AFRICAN DOUBLE FISTULOSA—Continued

Lemon Queen Improved, Los Angeles Florist Strain.....	\$0.50	\$6.00
Prince of Orange Improved, Los Angeles Florist Strain.....	.50	6.00
Mixed45	5.00
Treasure Chest. A strikingly brilliant blend of African and large Chrysanthemum flowered types with a wide range of color and bloom forms, all early flowering.....	.45	5.00

MARIGOLD AFRICAN DOUBLE IMBRICATA

Burpee Gold, orange (odorless foliage) 2 ft.....	.50	6.00
Burpee Gold Improved, bright orange (odorless foliage) 2½ ft.60	7.00
Guinea Gold, golden orange, 2½ ft.35	4.00
Mammoth Mum, light sulphur yellow, 2½ ft. A.A.S.....	1.25	15.00
Yellow Supreme, creamy lemon yellow, 2½ ft.....	.50	6.00

MARIGOLD GIGANTEA

Sunset Giants. Huge flowers with a color range through orange-yellow and primrose.....	.60	7.00
---	-----	------

MARIGOLD COLLARETTE

Crown of Gold, bright golden orange (odorless foliage) G.M., A.A.S. '37.....	.50	6.00
---	-----	------

MARIGOLD MISSION GIANTS

A new personality in Marigolds of exceptional merit. The plants grow about 18 inches high and show much more than the ordinary amount of vigor. Under our field conditions the plants, which are base branching, produce from 8 to 12 stems of excellent cutting length. The blooms, which measure from 4 to 5 inches in diameter, are almost a perfect ball.

Mission Giant Goldsmith (Waller-Franklin) rich golden orange, B.M., A.A.S. '4185	10.00
Mission Giant Yellowstone (Waller-Franklin) clear golden yellow, H.M., A.A.S. '42.....	.85	10.00
Mission Giant Mixed (Waller-Franklin).....	.65	8.00

MARIGOLD DIXIE SUNSHINE, 4 ft.

Early Sunrise, dazzling golden yellow.....	.65	7.50
--	-----	------

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
MARIGOLD FRENCH SINGLE		
Ferdinand, harmony type bloom, 2 ft.....	\$0.35	\$4.00
Single Brown (Josephine) for Florists, 3 ft.....	.25	3.00
Flash, red and gold bicolor, 15 in., B.M., A.A.S. '43.....	.25	3.00
Naughty Marietta (New) golden yellow blotched maroon at the base of the petals, 12 in.....	1.25	15.00
MARIGOLD DWARF FRENCH DOUBLE, 1 ft.		
Harmony, deep orange, with maroon-brown collar.....	.25	3.00
Harmony Hybrids, mixture of Harmony type, crested flowers25	3.00
Melody, brilliant orange. B.M., A.A.S. '42.....	.45	5.00
Robert Beist, dark maroon25	3.00
Royal Scot (Striped) extra select.....	.45	5.00
Scarlet Glow, mahogany turning to orange scarlet. H.M., A.A.S. '4145	5.00
Spotlight, rich yellow bordered mahogany red.....	.25	3.00
Monarch Strain Mixed.....	.45	5.00
Choice Double Mixed.....	.25	2.50
MARIGOLD (French Double) MINIATURE		
Butterball, soft butter yellow. B.M., A.A.S. '42.....	.45	5.00
Spry, yellow crested center, guard petals mahogany-red. S.M., A.A.S. '41.....	.45	5.00
Sunkist, bright golden orange.....	.45	5.00
Yellow Pigmy, H.M., A.A.S. '40.....	.45	5.00
Gem Mixture. See Page 9.....	.45	5.00
MARIGOLD TAGETES SIGNATA PUMILA annual		
Gnome, deep orange, 9 in.....	.60	7.00
MARVEL OF PERU (Four O'Clocks) Mirabilis Jalapa annual		
Choice Mixed20	2.00
MATRICARIA, Fl. Pl. perennial		
Exima Grand. Double White, select strain, 2 ft.....	1.65	20.00
“ “ Ball's Double White, extra select, 18 in.....	1.65	20.00
“ “ Golden Ball, dwarf double, 8 in.....	1.25	15.00
Capensis Alba Plenissima (Feverfew) 2 ft.....	.50	6.00
MATTHIOLA (Evening Scented Stock) 2 ft. annual		
Bicornis, lilac flowers, exquisitely perfumed.....	.20	2.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

MIGNONETTE (Reseda Odorata) annual

The following are the five best Florist Machet Mignonettes. They have been grown and selected by us for many years and they have always given satisfaction. In order to bring them to the notice of more of our customers we have placed them in this box.

Giant Flowering, Waller-Franklin Select Strain, 1½ ft.
Price per oz. \$0.35, per lb. \$4.00.

Goliath Red, Waller-Franklin Select Strain, 1 ft.
Price per oz. \$0.35, per lb. \$4.00.

New York Market, Waller-Franklin Select Strain, 1½ ft.
Price per oz. \$0.45, per lb. \$5.00.

Orange Queen, Waller-Franklin Select Strain, 1 ft.
Price per oz. \$0.35, per lb. \$4.00.

White, Waller-Franklin Select Strain.
Price per oz. \$0.35, per lb. \$4.00.

Reseda Odorata Grandiflora Improved, 1½ ft.....	\$0.15	\$1.75
Machet Improved, 1½ ft.....	.25	2.50
“ Special Mixture, 1 ft.....	.20	2.00

MIRABILIS: See Marvel of Peru.

MORNING GLORY: See Ipomoea, Page 31.

NASTURTIUM (Indian Cress) annual Botanical Name, Tropaeolum

NASTURTIUM SEMI-DOUBLE GLEAM

Golden Gleam, golden yellow, G.M., A.A.S. '33. A.M., R.H.S. '32.....	1.00
Indian Chief, dark foliage, brilliant scarlet.....	1.00
Indian Summer, dark foliage, orange buff.....	1.00
Mahogany, dark mahogany red.....	1.00
Salmon Gleam, golden salmon.....	1.00
Scarlet Gleam, fiery scarlet, G.M., A.A.S. '35.....	1.00
Glorious Gleam Hybrids Mixed, well balanced mixture, A.M., A.A.S. '35	1.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
NASTURTIIUM SEMI-DOUBLE DWARF, 1 ft.		
Low, compact, globe-shaped plants without the tendency to "over-grow" into large plants, even during hot weather.		
Golden Globe, golden yellow.....		\$1.25
Mahogany Gem, dark mahogany red.....		1.25
Scarlet Globe, fiery scarlet.....		1.25
Gem Mixed, well balanced range of colors.....		1.25
Giant Mixed, dwarf compact.....		1.25
NASTURTIIUM SINGLE DWARF, 1 ft.		
Dark Scarlet (Empress of India, Crimson).....		1.25
Waller-Franklin Formula Mixture of Dark Leaved Varieties, an exceptionally good well-balanced mixture of fully 50% dark foliated varieties		1.25
Choice Mixed.....		1.00
NASTURTIIUM SINGLE TALL or CLIMBING		
Scarlet (Brilliant, Schulzi)		1.25
Waller-Franklin Formula Mixture of Dark Leaved Varieties, an exceptionally good well-balanced mixture of fully 50% dark foliated varieties		1.25
Choice Mixed		1.00
NEMESIA Strumosa Grandiflora (Suttoni) 1 ft. annual		
Choice Mixed.....	\$2.10	25.00
NEMESIA NANA COMPACTA, 9 in. annual		
Blue Gem Improved	2.50	30.00
Fire King, cerise scarlet.....	2.50	30.00
Triumph Mixed	2.10	25.00
Superbissima Grandiflora Mixed, dwarf, splendid colors.....	2.10	25.00
NEMOPHILA, 6 in. annual		
Insignis Blue (Baby Blue Eyes).....	.25	2.50
NICOTIANA (Tobacco) annual		
Affinis, Sweet Scented White, 3 ft.....	.25	3.00
" " " Choice Mixed, 3 ft.....	.25	3.00
" " " Crimson Bedder, 15 in.....	.85	10.00
Miniature White (Suaveolens) 1½ ft., fragrant.....	5.00	-----

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

PANSY (Heartsease) Botanical name Viola Tricolor, 6 in. biennial-annual

The continuity of high quality is one of the many advantages in Waller-Franklin stocks of Pansies. Our method of selecting and growing assures the greatest degree of continuity from year to year on the trueness of type and well-balanced color combinations of our mixtures.

Other advantages of carefully grown California produced Pansy seed are high germination and longevity, not always found in Pansy seed produced in other areas.

Still another important advantage is early delivery. Under normal conditions we have new crop seed ready for shipment by September 1st. For your July-August sales we recommend that you carry over from the previous season sufficient Waller-Franklin grown stock to meet this demand. If properly stored our Pansy seed will germinate as well the second season as the first.

Waller-Franklin Special Formula Mixture of Swiss

Giants. See Page 9.....	\$7.50	\$90.00
Super Swiss Giants, Superb Mixed.....	6.25	75.00
Swiss Giants Fine Mixed.....	5.00	60.00
Dwarf Swiss Giants Choice Mixed.....	6.25	75.00
America, Special Florists' Strain Mixed.....	5.00	60.00
Maple Leaf Giants Mixed.....	6.25	75.00

PANSY TALL WINTER FLOWERING (Florist Strain)..... 12.00

PASSIFLORA (Passion Flower)

Edulis, blue and white.....	1.00	12.00
-----------------------------	------	-------

PENTSTEMON, Hybrid Gloxinioides (Beard Tongue) perennial

Choice Mixed (Sensation) 2½ ft.....	1.65	20.00
-------------------------------------	------	-------

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

PETUNIA annual

PETUNIA HYBRIDA, 1½ ft.

Blue Bee (Waller-Franklin) the blue of Viola Jersey Gem.....	\$1.65	\$20.00
General Dodds, velvety blood red.....	1.65	20.00
Howard's Star, purple, white star.....	1.65	20.00
Howard's Star Improved (Waller-Franklin) velvety purple, pure white star.....	2.50	30.00
Radiance (Waller-Franklin) cerise rose, S.M., A.A.S. '41.....	2.10	25.00
Rose King	1.25	15.00

TOPAZ QUEEN (Waller-Franklin)

One of the best bedding Petunias. A large flowered brilliant carmine
rose with a golden throat. More compact habit than Topaz Rose.

Price per oz. \$1.65, per lb. \$20.00.

Topaz Rose (Waller-Franklin) fiery rose, topaz throat.		
Special Mention A.A.S. '38.....	1.65	20.00
Violacea, deep violet	1.25	15.00
White King	1.25	15.00
De Luxe Bedding Mixture (Waller-Franklin)		
This mixture is outstanding. It is made up exclusively of the largest flowered varieties in the hybrid group.....	1.65	20.00
Waller-Franklin Formula Mixture.		
This mixture contains every known color in Petunias in a wonderful blend which has taken years of experi- menting to perfect.....	1.25	15.00
Choice Mixed, excellent mixture of rich bright colors.....	1.05	12.50

PETUNIA RUFFLED NANA COMPACTA

Martha Washington (Waller-Franklin).....	15.00	-----
Little Giants Mixed (Waller-Franklin) (New). See Page 9.....	15.00	-----

PETUNIA HYBRIDA NANA COMPACTA, 1 ft.

Admiral, rich violet blue with waved flowers.....	15.00	-----
Blue Bedder	1.65	20.00
Celestial Rose, deep rose compact.....	1.65	20.00
English Violet, medium shade of violet-blue.....	1.65	20.00
Glow, dazzling carmine red.....	5.00	-----
Glowing Rose (New). See Page 5.....	4.20	50.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

PETUNIA HYBRIDA NANA COMPACTA—Continued

Igloo, very compact white.....	\$1.65	\$20.00
Rose of Heaven, Select strain, rose pink, H.C., R.H.S. '35....	1.65	20.00
Rosy Morn, pink, white throat. A selected very dwarf strain	1.65	20.00
Silver Blue (Heavenly Blue) light blue. Extra Select.....	2.10	25.00
Snowball, pure white	2.10	25.00
Snow Mountain. See Page 6.....	2.50	30.00
Twinkles, brilliant rose, starred white.....	1.65	20.00
Violacea, deep violet, compact and dwarf. A.M., R.H.S. '35....	1.65	20.00
Violet Blue, rich violet blue.....	1.65	20.00
Waller-Franklin Formula Mixture. This is an extra dwarf strain containing only the dwarfer growing varieties in the Nana Compacta group. The color blend is excellent	1.65	20.00
Choice Mixed	1.25	15.00

PETUNIA GRANDIFLORA NANA COMPACTA

King Henry, rich velvety red.....	15.00
Velvet Ball, velvety blood red, B.M., A.A.S. '39.....	15.00

PETUNIA BALCONY (Pendula) Suitable for any situation.

Black Prince, velvety red.....	3.50	40.00
Blue, velvety violet blue, extra select.....	2.10	25.00
Crimson, dark red	2.10	25.00
Rose, fiery rose, select strain.....	2.10	25.00
Star of California (Waller-Franklin) violet crimson, white star	2.10	25.00
White, pure white, A.M., R.H.S. '35. One of the finest whites in Petunias	2.10	25.00
Balcony Choice Mixed, includes all the above varieties.....	1.65	20.00

PETUNIA GRANDIFLORA

PETUNIA LARGE FLOWERING SINGLE

DWARF ELK'S PRIDE (Waller-Franklin)

In this variety we have a superior strain of outstanding rich velvety violet blue. Uniformly large-flowered and lower growing.

Price per 1/16 oz. \$2.50, per 1/4 oz. \$7.50, per oz. \$25.00.

	1/16 oz.	1/4 oz.	per oz. ←
Dazzler (Waller-Franklin) a new, exceedingly brilliant, low growing, dazzling scarlet	\$2.50	\$7.50	\$25.00
Snowstorm Improved (Waller-Franklin Strain).....	2.50	7.50	25.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price 1/16 oz.	Price ¼ oz.	Price per oz.
-----------------	-------------------	----------------	------------------

PETUNIA LARGE FLOWERING SINGLE FRINGED

Theodosia Improved (Waller-Franklin) rosy pink

with golden center..... \$2.50 \$7.50 \$25.00

PETUNIA DWARF ERFURT or LARGE FLOWERING

SINGLE DWARF FRINGED, Improved Strain

Lace Veil (Waller-Franklin Strain) pure white..... 2.50 7.50 25.00

Setting Sun, brilliant rose 2.50 7.50 25.00

PETUNIA SUPER FLUFFY RUFFLES MIXED (Waller-Franklin)

A strain of Petunia so ruffled and frilled that the flowers have the appearance of being double.

The colors in this blend are Pink and White, Salmon, Salmon Pink, Deep Rose, Rose, Crimson and Light Blue..... 2.50 8.00 30.00

PETUNIA RUFFLED GIANTS With Large Veined Throats

Ruffled Monsters Choice Mixed..... 2.50 7.50 25.00

Garden Giants (New) 12 to 15 in. See Page 6..... 2.50 7.50 25.00

PETUNIA GIANTS OF CALIFORNIA. The largest Petunias.

Waller-Franklin Formula Mixture..... 2.50 7.50 25.00

Choice Mixed 2.00 6.00 20.00

PETUNIA DWARF GIANTS OF CALIFORNIA

Extra Dwarf Mixed. This strain was developed for plant growers who cater to an exclusive garden trade. Under our conditions most plants will produce a full size bloom before the plant has reached a height of four inches. Twenty-five years of trial ground work is behind this strain. To maintain the extra dwarfness and complete color range of this strain, it will always be necessary for us to produce this item in our trial ground 5.00 15.00 50.00

Waller-Franklin Formula Mixed..... 3.00 10.00 35.00

Choice Mixed 2.50 8.00 30.00

PHACELIA annual

Campanularia (California Blue Bell) gentian blue, 1 ft..... \$0.25 \$ 3.00

PHLOX DRUMMONDI, 1 ft. annual

Gigantea Art Shades (Waller-Franklin)..... 2.10 25.00

“ Red Glory (Waller-Franklin)..... 2.10 25.00

“ Rosy Morn (Waller-Franklin)..... 2.10 25.00

“ Salmon Glory (Waller-Franklin)..... 2.10 25.00

Grandiflora Choice Mixed 1.25 15.00

GROWERS OF “MERIT” FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
PLATYCODON GRANDIFLORA (Tufted Hairbell) perennial		
Blue, 2 ft.	\$2.10	\$25.00
POPPY ICELAND (Nudicaule) perennial		
Amurense Yellow (Yellow Wonder) longest stemmed, largest flowered yellow Iceland Poppy.....	1.65	20.00
Coonara Pinks, rose tints (true strain) 1½ ft.....	1.65	20.00
Gartford Giant Mixed, 2½ to 3 ft.....	1.65	20.00
Kelmscott Strain. See Page 10	1.65	20.00
Sandford's Giant Mixed, (Waller-Franklin) Selected Strain, 2½ to 3 ft.....	1.50	18.00
The Emperor, large orange	2.10	25.00
Sunbeam Mixture, fine mixture, 2 ft.....	1.25	15.00
POPPY SHIRLEY DOUBLE, 2½ ft. annual		
Sweet Briar All-Double (Waller-Franklin) deep rose pink.....	.45	5.00
All-Double Mixed25	3.00
Begonia Flowered Choice Mixed.....	.25	2.50
POPPY SHIRLEY SINGLE, 2½ ft. annual		
American Legion (Waller-Franklin) brilliant orange scarlet, H.C., R.H.S.25	2.50
Choice Mixed20	2.00
PORTULACA GRANDIFLORA (Moss Rose) (Sun Plant) 4 in. annual		
Double Extra Select Mixed.....	1.25	15.00
Single Choice Mixed.....	.85	10.00
RICINUS (Castor Oil Plant) annual		
Zanzibariensis Mixed, 12 ft.....	.15	1.25
Mixed, all sorts10	.80
ROCK GARDEN ANNUALS		
Choice Mixed, splendid blend of 25 varieties suitable for rock gardens, 6 in.....	.25	3.00
ROCK GARDEN PERENNIALS		
Choice Mixed, wonderful mixture of over 50 rare and choice rock garden perennials, maximum height 6 in.....	1.25	15.00
SALPIGLOSSIS EMPEROR (Painted Tongue) 3 ft. annual		
Emperor (Superbissima) Finest Mixed. See Page 1050	6.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

SCABIOSA ANNUAL VARIETIES (Pincushion Flower) 3 ft.

TEN WALLER-FRANKLIN SPECIAL STRAINS

Much better than the ordinary strains. Through years of careful selection we have produced varieties near perfect in purity and we have greatly increased the size of the blooms, as well as the length of the strong wiry stems.

Black Knight (New) deep reddish black, extra large flowered. See Page 7.

Price per oz. \$0.85, per lb. \$10.00.

Pink Beauty (New) phlox pink. See Page 7.

Price per oz. \$0.65, per lb. \$8.00.

Ageratum Blue, clear medium blue.

Azure Fairy (Azure Blue).

Loveliness, salmon rose shades.

Orchid Shades.

Peach Blossom, peach blossom pink.

Rosette, deep rose suffused salmon.

Salmon Beauty, pure salmon.

Shasta Improved, pure white, enormous size.

Each above 8: Price per oz. \$0.35, per lb. \$4.00.

Blue Cockade, deep azure blue. Heads conical in shape.....	.30	3.50
Fire King, fiery scarlet.....	.30	3.50
King of the Blacks, reddish black.....	.30	3.50
Sulphur Yellow30	3.50

WALLER-FRANKLIN GIANT HYBRIDS MIXED

Giant size including new rare colors from our Experimental Grounds.
An unrivalled mixture.

Price per oz. \$0.35, per lb. \$4.00.

Choice Mixed25	3.00
--------------------	-----	------

SCABIOSA IMPERIAL GIANT

Blue Moon, H. M., A.A.S. '39.....	.45	5.00
-----------------------------------	-----	------

SCABIOSA DWARF

Heavenly Blue, azure blue, B.M., A.A.S. '40.....	.60	7.00
Peace, pure white, H.M., A.A.S. '41.....	.60	7.00

GROWERS OF “MERIT” FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

SCABIOSA PERENNIAL VARIETIES

Caucasica House's Hybrids, colors range from dark blue to lavender, 2½ ft.	\$2.50	\$30.00
“ Lavender-Blue	1.65	20.00
“ Perfecta, fringed lavender	1.65	20.00
“ White	2.50	30.00
“ Choice Mixed	1.65	20.00
Columbaria Delicate Lavender, 2 ft.	1.25	15.00
“ Delicate Pink, orchid pink, 2 ft.	1.25	15.00

SCHIZANTHUS (Butterfly Flower) 1½ ft. annual

GIANT FLOWERING HYBRIDS MIXED

An extra select large flowered compact hothouse strain.

Price per oz. \$1.65, per lb. \$20.00.

Butterfly Mixture, bright colors	1.25	15.00
----------------------------------	------	-------

SHASTA DAISY: See Chrysanthemum Maximum, Page 23.

SOLANUM (Jerusalem Cherry) 15 in. greenhouse plant

Capsicastrum Nanum, small red fruit	2.10	25.00
Clevelandi, Cleveland Cherry, red	2.10	25.00
Hlavacek's Masterpiece, a compact type, red	2.10	25.00

STATICE (Sea Lavender-Sea Pink)

Bonduelli, golden yellow, 2½ ft. annual	.35	4.00
Caspia, lilac, perennial	1.65	20.00
Dumosa, silvery grey flowers, perennial	1.25	15.00
Latifolia, lavender, perennial	.85	10.00
Perezii, rich blue, perennial	.85	10.00
Sinuata Deep Blue Kampf's Tall Improved, 3 ft., annual	.25	3.00
“ Lavender Queen, 3 ft.	.25	3.00
“ Market Grower's Blue, deep blue, 3 ft.	.25	3.00
“ New Hybrids, new colors, 2½ ft.	.25	3.00
“ Pastel Shades, 2½ ft.	.25	3.00
“ Rosea Superba, 3 ft.	.25	3.00
“ Snowwitch, tall pure white, 3 ft.	.25	3.00
“ White, 2½ ft.	.25	3.00
“ Mixed, 2½ ft.	.20	2.00

WALLER-FRANKLIN SEED COMPANY

Flower	Price	Price
Seeds	per oz.	per lb.

STOCKS (Gilliflower)

"The World's Best Double Stocks"

Botanical Name *Matthiola Annua* and *Incana*

For many years Waller-Franklin has been the world's leading grower and introducer of the finest strains of Double Stocks. Our method for maintaining doubleness assures you of only "High-Percent Double" Stocks, and our selection of varieties includes only those proven to be the most desirable.

We received nine "Awards of Merit" and six "Highly Commended" for our strains of Ten Week, Giant Imperial, Beauty of Nice and Perpetual Branching Stocks at the "Trial of Stocks" conducted by The Royal Horticultural Society of Great Britain, at Wisley, England, season 1932, making fifteen Awards and Highly Commended we have received altogether.

STOCK DOUBLE LARGE FLOWERING DWARF TEN WEEK, 1 ft. annual

Ten Week Stocks are so named because they bloom in ten weeks after planting seed.

Azure Blue	\$0.85	\$10.00
Blood Red85	10.00
Brilliant Rose85	10.00
Canary Yellow85	10.00
Carmine85	10.00
Carmine Pink85	10.00
Crimson85	10.00
Dark Blue85	10.00
Deep Cream85	10.00
Deep Purple85	10.00
Deep Rose, H.C., R.H.S.....	.85	10.00
Flesh, A.M., R.H.S.....	.85	10.00
Lavender, A.M., R.H.S.....	.85	10.00
Light Blue85	10.00
Pansy Violet, H.C., R.H.S.....	.85	10.00
Purple85	10.00
Rose85	10.00
White, A.M., R.H.S.....	.85	10.00
Waller-Franklin Formula Mixture, "Just a little bit better."		
A rich mixture with a high percentage of doubles. Not		
grown but made from named varieties.....	.85	10.00
Choice Mixed, very double.....	.65	8.00
Fine Mixed45	5.00

GROWERS OF “MERIT” FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

STOCK SUPER GIANT IMPERIAL, 3 ft. annual

A new group of Giant Imperial Stock bred and selected for florists' use. Like the Giant Imperial group, the plants are base branching, each plant producing 12 to 15 huge flower spikes. The individual florets are large and double, measuring 2 inches or more in diameter. When in full bloom, each spike will have from 40 to 50 florets blooming at the same time. This type has become a florist favorite.

Chamois (Waller-Franklin) **True chamois color.**

Fiery Red (Waller-Franklin)

Rose Charm (Waller-Franklin) **A beautiful, rich deep rose.**

Roselight (Waller-Franklin) **rose-pink.**

Pure White (Waller-Franklin) **Large flowers and long stems.**

Yellow (Waller-Franklin) **An attractive clear soft yellow.**

Each of above : Price per oz. \$2.10, per lb. \$25.00

STOCK DOUBLE EARLY GIANT IMPERIAL (Improved Bismarck)

An especially meritorious class; of branching habit. Very early blooming and producing a high percentage of doubles, 2½ ft. Suitable for greenhouse culture or growing out of doors.

Antique Copper (Waller-Franklin) Hellebore red.....	\$1.65	\$20.00
Blood Red	1.65	20.00
Blush (Apple Blossom) H.C., R.H.S.....	1.65	20.00
Buttercup (Waller-Franklin)	1.65	20.00
Canary Yellow (Golden Ball).....	1.65	20.00
Chamois, ivory, tinted old rose. A.M., R.H.S.....	1.65	20.00
Chamois Rose, A.M., R.H.S.....	1.65	20.00
Crimson	1.65	20.00
Dark Blue	1.65	20.00
Elk's Pride (Waller-Franklin) royal purple.....	1.65	20.00
Fiery Blood Red	1.65	20.00
Flesh, A.M., R.H.S.....	1.65	20.00
Golden Rose (Waller-Franklin) light golden rose.....	1.65	20.00
Lavender	1.65	20.00
Lilac	1.65	20.00
Old Rose	1.65	20.00
Rose, deep rose pink	1.65	20.00
Santa Maria, giant white.....	1.65	20.00
Shasta (Waller-Franklin) white.....	1.65	20.00
Waller-Franklin Formula Mixture, "Just a little bit better."		
A rich mixture with a high percentage of doubles. Not		
grown but made up from named varieties.....	1.25	15.00
Choice Mixed, very double.....	.85	10.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

STOCK DOUBLE MAMMOTH BEAUTY OF NICE, 2 ft. annual

American Beauty, deep rose pink.....	\$0.85	\$10.00
Apricot Beauty85	10.00
Aurora (Chamois) cream tinted pink.....	.85	10.00
Canary Yellow (Monte Carlo).....	.85	10.00
Carmine Rose (Abundance)85	10.00
Crimson (Souv. de Monaco).....	.85	10.00
Deep Blue (Summer Night).....	.85	10.00
Flesh Pink (Beauty of Nice).....	.85	10.00
Light Blue (Cote d’Azure).....	.85	10.00
Lloyd George, large blood red.....	.85	10.00
Old Rose (Belle de Naples) H.C., R.H.S.....	.85	10.00
Pale Violet (Parma Violet).....	.85	10.00
Rosy Lilac (Queen Alexandra).....	.85	10.00
Salmon Rose (Salmon King) H.C., R.H.S.....	.85	10.00
White Shaded Pink (Almond Blossom).....	.85	10.00
White (Mont Blanc)85	10.00
Waller-Franklin Formula Mixture, “Just a little bit better.” A rich bright mixture with a high percentage of doubles. Not grown but made from named varieties.....	.85	10.00
Choice Mixed, very double65	8.00

STOCK DOUBLE PERPETUAL BRANCHING (Giant Perfection) 2 ft.

A fine group for florists. Early and free blooming. Produces a high percentage of doubles.

Blood Red (Brilliant)85	10.00
Canary Yellow (Creole) A.M., R.H.S.....	.85	10.00
Flesh85	10.00
Heatham Beauty, rose shaded terra cotta.....	.85	10.00
Pale Blue (May Queen).....	.85	10.00
Queen of the Belgians, pale violet.....	.85	10.00
Rose, rose pink, A.M., R.H.S.....	.85	10.00
Silvery Lilac (Empress Augusta Victoria) A.M., R.H.S.....	.85	10.00
Snowdrift, pure white85	10.00
Violet (Sapphire)85	10.00
White (Princess Alice)85	10.00
Waller-Franklin Formula Mixture, “Just a little bit better.” A rich mixture with a high percentage of doubles. Not grown but made from named varieties.....	.85	10.00
Choice Mixed, very double choice blend.....	.65	8.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

STOCK DOUBLE GIANT EXCELSIOR (Improved Column Type) 3 ft. annual

Non-Branching. Each plant produces one large flowering spike.

Ball's Apricot, light peach shade.....	\$5.00	\$60.00
Ball's Blue, rich lilac shade.....	5.00	60.00
Ball's Pink No. 11, rose pink.....	5.00	60.00
Ball's Supreme No. 22, deep silvery rose.....	5.00	60.00
Ball's White No. 16, pure white.....	6.50	80.00
Blue Spire (Waller Franklin) tall blue slightly deeper than Ball's Blue	5.00	60.00
Deep Rose (Waller-Franklin) brilliant rose.....	5.00	60.00
Elk's Pride (Waller-Franklin) deeper blue than Blue Spire.....	5.00	60.00
Gardenia, glistening white	5.00	60.00
Illusion, scarlet red	5.00	60.00
Lilac Lavender	5.00	60.00
Pink (Waller-Franklin) pure pink.....	5.00	60.00
Rose Pink (Waller-Franklin) clear rose-pink. S.M., A.A.S. '37.....	5.00	60.00
Royal Purple (Waller-Franklin) rich purple, darker than Elk's Pride	5.00	60.00
Silvery Lilac	5.00	60.00
White Pillar, long stemmed, pure white.....	5.00	60.00
Yellow Wonder (Waller-Franklin) deep creamy yellow.....	5.00	60.00
Choice Mixed, a choice blend made from all varieties.....	4.20	50.00

SUNFLOWER, Botanical name *Helianthus Annuus* annual

Sun Gold, brilliant golden yellow, 4-5 ft.....	.20	2.00
Tall Red, single, 6 ft.....	.10	1.00

WALLER-FRANKLIN SEED COMPANY

Sweet Peas	Price per lb.
---------------	------------------

SWEET PEAS

Botanical name *Lathyrus Odoratus*

EARLY FLOWERING SPENCER SWEET PEAS

Our Early Flowering Sweet Peas are especially grown for culture under glass. They are equally desirable for growing out of doors.

American Beauty, rich crimson rose.....	\$2.50
Amethyst (Waller-Franklin) royal purple.....	2.50
Annie Laurie (Waller-Franklin) rich rose-pink.....	2.50
Apollo, soft salmon cerise, long stemmed.....	2.50
Ball Orange Improved, clear deep glowing orange.....	2.50
Ball Rose Improved, cerise pink, cream ground.....	2.50
Ball White, white seeded.....	2.50
Blue Bird, violet blue.....	2.50
Blue Bonnet (Waller-Franklin) clear deep blue.....	2.50
Bridesmaid, silvery pink	2.50
Cascade, white, white seeded.....	2.50
Celestial (Waller-Franklin) cerise salmon rose.....	2.50
Chime, light salmon pink.....	2.50
Columbia, salmon rose standard, white wings.....	2.50
Cream (Waller-Franklin)	2.50
Daphne, soft salmon pink.....	2.50
Eileen, cerise	2.50
Fiesta, orange cerise	2.50
Florist Blue (Waller-Franklin) best clear blue.....	2.50
Florist Rose (Waller-Franklin) pure rose-pink.....	2.50
Grenadier (Waller-Franklin) dazzling scarlet.....	2.50
Harmony, lavender	2.50
Hope, white, black seeded.....	2.50
Jeanne Mamitsch, rose pink, long stems.....	2.50
Josie, long stemmed, rose-pink.....	2.50
Laddie Improved, rose	2.50
Lavanda (Waller-Franklin) lavender.....	2.50
Majestic Rose (Waller-Franklin) rose pink, long stems.....	2.50
Mariner, clear marine blue	2.50
Mars, ox-blood crimson	2.50
Memory, giant lavender	2.50
Mrs. Herbert Hoover, clear blue.....	2.50
Mrs. H. S. Reddick, salmon pink.....	2.50
Navy Blue (Waller-Franklin) dark blue.....	2.50
Orange King (Waller-Franklin) glowing orange.....	2.50
Oriental, deep cream	2.50

GROWERS OF "MERIT" FLOWER SEEDS

Sweet Peas	Price per lb.
---------------	------------------

EARLY FLOWERING SPENCER VARIETIES—Continued

Othello (Waller-Franklin) maroon.....	\$2.50
Pride, cerise, long stemmed.....	2.50
Red Bird, crimson-red.....	2.50
Red Giant (Waller-Franklin) true crimson.....	2.50
Sequoia, golden cerise	2.50
Shirley Temple (Waller-Franklin) soft rose pink.....	2.50
Skippy (Waller-Franklin) light salmon pink.....	2.50
Snowstorm Improved, pure white, white seeded.....	2.50
Top Sergeant, deep scarlet.....	2.50
Treasure Island, sparkling golden orange.....	2.50
Triumph, lilac mauve	2.50
Valencia (Waller-Franklin) sunproof orange, long stems.....	2.50
Vulcan, vivid scarlet	2.50
White Champion, white seeded.....	2.50
White Harmony, white, black seeded.....	2.50
Zvolanek's Salmon, salmon cerise	2.50
Waller-Franklin Formula Mixture, "Just a little bit better".....	2.00
Choice Mixed	1.50

CUTHBERTSON OR SPRING FLOWERING SPENCER

Mixed. Extremely vigorous, long stemmed, and more heat resistant than other varieties	1.50
--	------

RUFFLED SPENCER VARIETIES

Ruffled Beauty, lilac pink on amber.....	1.25
Ruffled Blue, mid-blue.....	1.25
Ruffled Bonnie Ruffles, salmon pink (A.M. '36).....	1.25
Ruffled Burpee Blue, dark blue (A.M. '36).....	1.25
Ruffled Carmine, bright carmine-rose.....	1.25
Ruffled Crimson, rich crimson.....	1.25
Ruffled Exquisite, salmon-cerise.....	1.25
Ruffled Fluffy Ruffles, cream pink.....	1.25
Ruffled Heyday, deep rose pink suffused amber.....	1.25
Ruffled Lady Ruffles, soft pink.....	1.25
Ruffled Orchid	1.25
Ruffled Primrose, deep cream	1.25
Ruffled Rose	1.25
Ruffled Sparkle, glowing cerise.....	1.25
Ruffled White, white seeded.....	1.25
Ruffled Mixed	1.25

WALLER-FRANKLIN SEED COMPANY

Sweet Peas	Price per lb.
---------------	------------------

NEW AND STANDARD SPENCER VARIETIES

Ambition, lavender	\$1.25
Avalanche, glistening white, white seeded.....	1.25
Barbara, fine salmon.....	1.25
Bonnie Briar, large rose-pink.....	1.25
Capri, light blue	1.25
Cavalcade, carmine-rose, shaded gold.....	1.25
Charming, rosy cerise	1.25
Chieftain, satiny mauve	1.25
Chinese Blue (Waller-Franklin) rich deep blue.....	1.25
Colorado, bright orange	1.25
Cream Gigantic, largest cream, black seeded.....	1.25
Ecstasy, blush pink.....	1.25
Flagship, true clear deep blue.....	1.25
Fortune, rich dark blue	1.25
Gigantic, large white, black seeded.....	1.25
Gleneagles, large light blue.....	1.25
Hebe, bright pink	1.25
Highlander, pure lavender (A.M. '35).....	1.25
Huntsman, bright scarlet	1.25
Jack Hobbs, flush scarlet pink on cream ground.....	1.25
Jumbo, deep cerise	1.25
King White, white seeded.....	1.25
Miss California, salmon cream pink.....	1.25
Mrs. A. Searles, rich pink merging into orient red.....	1.25
Mrs. Tom Jones, delphinium blue.....	1.25
Olympia, rich purple	1.25
Patricia Unwin, salmon pink, cream ground.....	1.25
Peggy Ann (Waller-Franklin) salmon pink.....	1.25
Pinkie, large rose pink.....	1.25
Pirate Gold (Waller-Franklin) golden orange.....	1.25
Powerscourt, lavender	1.25
Prolific, rose pink	1.25
Red Boy, crimson	1.25
Red Supreme, deep crimson	1.25
Reflection, clear blue.....	1.25
Royal Purple	1.25
Rubicund, crimson scarlet	1.25
Salmon Gigantic, giant salmon pink.....	1.25
Serenade (Waller-Franklin) clear medium salmon.....	1.25
Sextet Queen, white, black seeded.....	1.25
Smiles, salmon shrimp pink.....	1.25
Sunkist, cream picotee edged rose.....	1.25

GROWERS OF “MERIT” FLOWER SEEDS

Sweet Peas	Price per lb.
------------	---------------

NEW AND STANDARD SPENCER VARIETIES—Continued

Tangerine Improved, orange suffused salmon.....	\$1.25
The Admiral, navy blue.....	1.25
The Cardinal (Waller-Franklin) poppy scarlet.....	1.25
The Sultan, black velvety maroon.....	1.25
Thriller, cerise scarlet	1.25
Warrior, maroon	1.25
Welcome, dazzling scarlet	1.25
What Joy, cream, white seeded.....	1.25
Youth, large white, pink picotee.....	1.25

SILVER GILT MEDAL MIXTURE (Waller-Franklin)

This mixture is grown from a special formula which has been built up and perfected during many years. It contains over 75 standard varieties, and in addition, all the best Novelties of the past year. The color blend is, we believe, as near perfection as it is possible to attain.

Price per lb. \$1.25.

Ruffled Mixed	1.25
Spencer Choice Mixed. This mixture contains 35 distinct varieties in a perfect blend of color.....	.90

CUPID SPENCER VARIETIES, 6 in.

Choice Mixed	2.00
--------------------	------

GRANDIFLORA (Old Fashioned Sweet Scented Sweet Peas)

Eckford’s Choice Mixed.....	.60
-----------------------------	-----

CUPID GRANDIFLORA, 6 in.

Choice Mixed	1.00
--------------------	------

* * *

Color classification of late Spencer Sweet Peas
will be found on pages 54-55.

WALLER-FRANKLIN SEED COMPANY

COLOR CLASSIFICATION

of New and Standard Spencer Varieties

In view of the numerous Sweet Pea introductions, it seems necessary to set up a classification according to color.

Every year we make careful color comparisons of the older varieties and the latest introductions and are in an eminent position to judge their respective merits.

BLUE	CERISE	CREAM PINK (Light)
Chinese Blue	Charming	Ruffled Bonnie
Mrs. Tom Jones	Ruffled Sparkle	Ruffles
Reflection		Ruffled Fluffy
Ruffled Blue		Ruffles
Ruffled Burpee Blue	CERISE (Deep)	
	Jumbo	CREAM PINK (Deep)
		Miss California
BLUE (Light)	CERISE (Salmon)	Patricia Unwin
Capri	Mrs. A. Searles	
Gleneagles	Ruffled Exquisite	
	Serenade	CRIMSON
BLUE (Dark)		Red Boy
Flagship	CERISE (Scarlet)	Red Supreme
Fortune	Thriller	Rubicund
	Welcome	Ruffled Crimson
BLUE (Violet)		
The Admiral		FLUSHED (Cream)
	CREAM	Jack Hobbs
	(Black Seeded)	
BLUSH (Lilac)	Cream Gigantic	LAVENDER (Rosy)
Ruffled Beauty	Ruffled Primrose	Ambition
CARMINE	CREAM	LAVENDER (Lilac)
Cavalcade	(White Seeded)	Highlander
Ruffled Carmine	What Joy	Powerscourt

GROWERS OF "MERIT" FLOWER SEEDS

COLOR CLASSIFICATION—Continued

MAROON	PINK	Ruffled Lady Ruffles
The Sultan	(Rose Amber Ground)	Ruffled Orchid
Warrior	Peggy Ann	Ruffled Primrose
	Ruffled Heyday	Ruffled Rose
MAUVE		Ruffled Sparkle
Chieftain		Ruffled White
	PINK (Salmon)	Ruffled Mixed
ORANGE	Salmon Gigantic	
Colorado		
Tangerine Improved		
	PURPLE	SALMON
ORANGE (Deep)	Olympia	Smiles
Pirate Gold	Royal Purple	
	Ruffled Purple	
ORANGE (Scarlet)		SALMON (Orange)
Huntsman		Barbara
	ROSE	
PICOTEE	Ruffled Orchid	
(Cream Ground)	Ruffled Rose (deep)	SCARLET
Sunkist		The Cardinal
PICOTEE	RUFFLED	WHITE
(White Ground)	Ruffled Beauty	(White Seeded)
Youth	Ruffled Blue	Avalanche
	Ruffled Bonnie	King White
PINK	Ruffles	Ruffled White
Ecstasy	Ruffled Burpee Blue	
Prolific	Ruffled Carmine	
Ruffled Lady Ruffles	Ruffled Crimson	
	Ruffled Exquisite	WHITE
PINK (Rose)	Ruffled Fluffy Ruffles	(Black Seeded)
Bonnie Briar	Ruffled Heyday	Gigantic
Hebe		Sextet Queen
Pinkie		

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

SWEET WILLIAM, Botanical name *Dianthus Barbatus*. 2 ft. biennial

Single Dark Crimson.....	\$0.50	\$ 6.00
“ Giant White (Waller-Franklin)50	6.00
“ Holborn Glory50	6.00
“ Homeland50	6.00
“ Newport Pink50	6.00
“ Purple Beauty50	6.00
“ Scarlet Beauty50	6.00
“ White50	6.00
“ Choice Mixed45	5.00
“ Dwarf Alpine Mixed, 4 in.	2.50	30.00
Double Choice Mixed60	7.00

SWEET WILLIAM, 1 ft.

Annual Single Mixed45	5.00
---------------------------	-----	------

TEXAS BLUE BONNET: See *Lupinus*, Page 34.

THUNBERGIA (Black Eyed Susan)

Choice Mixed, fine climber, annual climber50	6.00
--	-----	------

TITHONIA SPECIOSA (The Golden Flower of the Incas) 5 ft. annual

Orange Scarlet, early flowering strain.....	1.25	15.00
---	------	-------

TRITOMA (Red-hot Poker) 3 ft. perennial

Hybrida Mirabilis, blooms first year.....	1.00	12.00
Early Hybrids Mixed	1.00	12.00

VENIDIUM FASTUOSUM, 2½ ft. annual

Hybrids, a wide range of shades including buff, lemon, cream, light orange, white and butter-yellow.....	2.10	25.00
---	------	-------

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

VERBENA (Vervain)

VERBENA HYBRIDA GRANDIFLORA (Giants) 1 ft. annual

Our strains of Hybrida Grandiflora Verbenas should not be confused with ordinary Verbenas. Both the flowers and trusses are much larger and the plants are decidedly more vigorous. At the same time, most of our varieties produce much more compact masses of up-standing flowers over the entire plant than any other strain.

Annapolis Blue, mid-blue	\$1.25	\$15.00
Apple Blossom (Waller-Franklin) delicate cameo pink.....	1.25	15.00
Beauty of Oxford Hybrid (Waller-Franklin) rose-pink.....	1.25	15.00
Blue (Waller-Franklin) white eye	1.25	15.00
Brilliant, flaming rose, small white eye.....	1.25	15.00
Floradale Beauty, bright rose shades.....	1.25	15.00
Giant Salmon Pink, A.M., R.H.S. '35.....	1.25	15.00
Lavender Glory (Waller-Franklin) large lavender with me- dium sized creamy white eye, variable, 75% true to color	1.25	15.00
Luminosa (Waller-Franklin) luminous flame pink shading to salmon	1.25	15.00
Royale (Waller-Franklin) royal blue, creamy yellow eye, H.C., R.H.S. '35.....	1.25	15.00
Spectrum Red (Waller-Franklin) intense bright red, no eye. A. M., R.H.S. '35.....	1.25	15.00
White (Waller-Franklin)	1.25	15.00
Grandiflora Choice Mixed (Gigantea)	1.00	12.00

VERBENA BUSH TYPE (Giant Flowered)

Salmon Queen (New). See Page 7.....	2.50	30.00
-------------------------------------	------	-------

VERBENA HYBRIDA, 1 ft. annual

Choice Mixed60	7.00
--------------------	-----	------

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

VIOLA (Tufted Pansies) 6 in. biennial-annual

Arkwright Ruby, ruby crimson shading to terra cotta.....	\$5.40	\$65.00
Blue Perfection, medium clear blue.....	4.20	50.00
Chantreyland, best pure apricot, very true.....	5.40	65.00
Firmament, pure sky blue.....	5.40	65.00
Lutea Splendens, sulphur yellow	4.20	50.00
White Perfection, pure white.....	4.20	50.00

WALLER-FRANKLIN FORMULA MIXTURE (New)

This blend of bright gay colors far surpasses any mixture of Violas we have ever seen. The bright shades of self colors of red, yellow, blue and apricot combined with many shades which are blotched, undoubtedly make these Violas a supreme mixture.

Price per oz. \$4.20, per lb. \$50.00

Choice Mixed	3.50	40.00
--------------------	------	-------

WALLFLOWER ANNUAL SINGLE (Gilliflower) 1 ft.

Choice Mixed25	2.50
--------------------	-----	------

WILD CUCUMBER annual climber

Echinocystis Lobata25	3.00
---------------------------	-----	------



Part of the Waller-Franklin 65-acre trial ground.

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

ZINNIA (Youth and Old Age) annual

ZINNIA GIANT DOUBLE DAHLIA FLOWERED, 3 ft.

Canary Bird, primrose yellow	\$.45	\$ 5.00
Crimson Monarch, deep crimson.....	.45	5.00
Dream, lavender turning to purple.....	.45	5.00
Exquisite, light rose with deep rose center.....	.45	5.00
Golden State, yellow orange, turning to orange.....	.45	5.00
Illumination, deep rose self.....	.45	5.00
Oriole, orange and gold.....	.45	5.00
Polar Bear, white45	5.00
Purple Prince, deep purple.....	.45	5.00
Royal Purple, deep rich reddish purple.		
H.M., A.A.S. '42.....	.45	5.00
Scarlet Flame, bright scarlet.....	.45	5.00
Waller-Franklin Formula Mixture, "Just a little bit better"	.45	5.00
Choice Mixed, all colors40	4.50

ZINNIA GIANT DOUBLE MAMMOTH or CALIFORNIA GIANT, 3 ft.

Daffodil (Waller-Franklin) canary yellow45	5.00
Enchantress, light rose with deep rose center.....	.45	5.00
Grenadier, dark red45	5.00
Miss Willmott, soft pink.....	.45	5.00
Orange King, burnt orange45	5.00
Purity, white45	5.00
Salmon Queen45	5.00
Scarlet Gem, glowing scarlet.....	.45	5.00
Violet Queen45	5.00
Waller-Franklin Formula Mixture, "Just a little bit better"	.45	5.00
Choice Mixed40	4.50

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
-----------------	------------------	------------------

ZINNIA SUPER CROWN O'GOLD

Pastel Tints, large flowered mixture of pastel shades.....	\$0.45	\$5.00
--	--------	--------

ZINNIA DOUBLE GRACILLIMA

Red Riding Hood (Coccinea) 1 ft.....	.40	4.50
--------------------------------------	-----	------

ZINNIA ELEGANS DOUBLE LILLIPUT, 1 to 1½ ft.

Black Ruby, rich blackish maroon, B.M., A.A.S. '41.....	.40	4.50
Canary Yellow40	4.50
Crimson Gem40	4.50
Flesh40	4.50
Golden Orange40	4.50
Purple40	4.50
Rosebud, rose pink40	4.50
Salmon Rose40	4.50
Scarlet40	4.50
Valencia, burnt orange40	4.50
White40	4.50
Waller-Franklin Formula Mixture, "Just a little bit better"	.40	4.50
Choice Mixed35	4.00

WALLER-FRANKLIN WILD GARDEN MIXTURE

A well balanced mixture of hardy annuals, 2 ft.....	.20	2.00
---	-----	------

WALLER-FRANKLIN CUT FLOWER GARDEN MIXTURE

A mixture of hardy annuals blended to give a succession of flowers from early summer until fall, 2 to 3 ft.....	.20	2.00
--	-----	------

